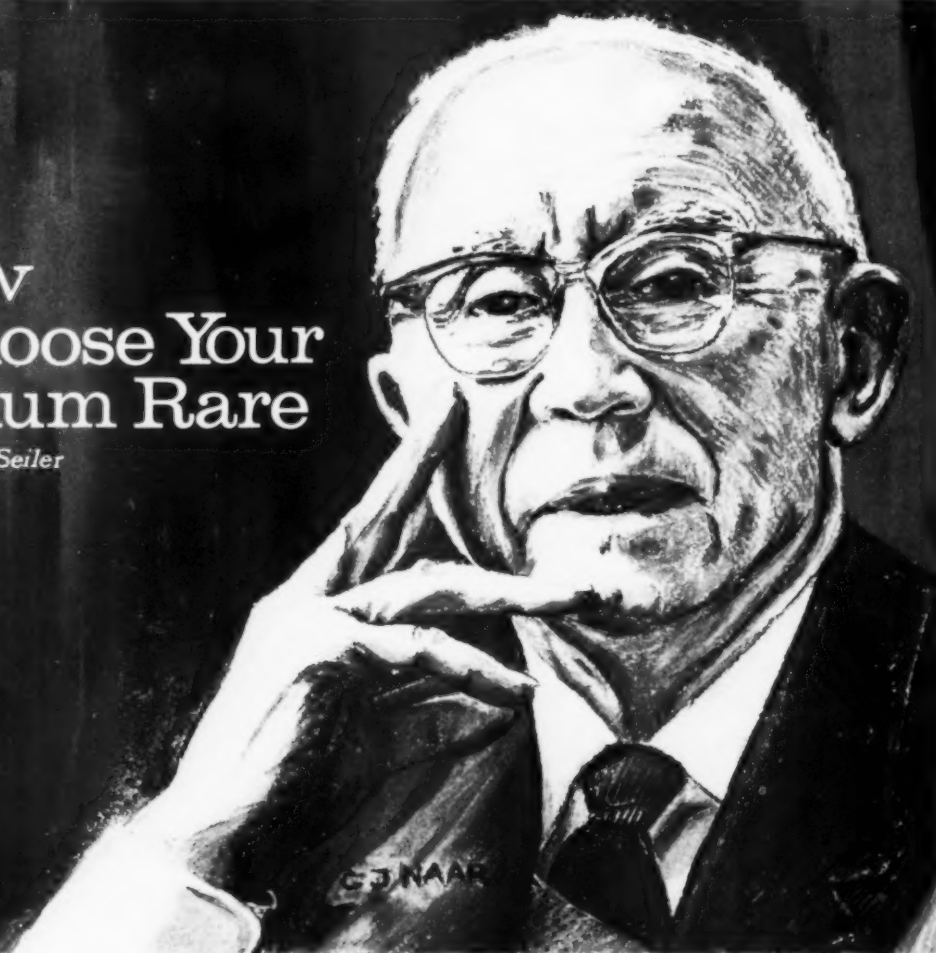


How To Choose Your Medium Rare

By Walter Seiler



<i>Big Farm Media Ideas on Small Budgets</i>	Robert R. Sanford	61
<i>Future of Spot Radio Sales</i>	Jaye S. Niefeld	72
<i>Ad Readership Reports in Business Papers</i>	J. Wesley Rosberg	82
<i>How Advertising Effectiveness Is Aided by Research</i>		56

Karl A. Zollner



MARKETING WORK FILE

William L. Poland



METALWORKING MARKET COUNSEL

Calvin Fisher, Jr.



USERSHIP REPORTS

Edward L. Franke



IMPACT PROGRAM

James K. Gillam



PRESENTATION AIDS

William J. Verschoor



STEEL INTERNATIONAL

William D'Alexander



MARKETING LIBRARY

Harold A. Dennis



IMPACT ISSUE ON AUTOMATION

expect new ideas.

Neal Manning

Donald C. Hyde



Watch this space
next month for another
new idea from STEEL.

INTERNATIONAL MARKETING GUIDE

Another marketing first from STEEL INTERNATIONAL! Complete trade and marketing information on all major world marketing countries and areas. Included are statistics on growth and potential of countries as well as industries, etc. Ask your STEEL Representative for complete details.

SELECTIVE MARKETING CONTROL PROGRAM

Still another new marketing service from STEEL... enables you to locate, isolate and appraise specific areas of metalworking by major product (4-digit SIC), employment group, state, county and operations performed. Plants identified by name and address. Available on IBM cards under 3 different options. Ask your STEEL representative for details.



s. first from

STEEL

The Metalworking Weekly

A PENTON PUBLICATION



Global Van Lines found that Newsweek, among the newsweeklies, reaches its customers and prospects most efficiently!

Global Van Lines, Inc., of Los Angeles, made its own marketing and readership study among customers and prospects. The figures shown here confirm the advantages that Newsweek offers in reaching the most important buying segments of business, industry and government.

	% coverage Base: 4,367	cost per mention ^a
Newsweek	37.3	\$5.16
U.S. News & World Report	20.3	\$7.58
Time	37.4	\$9.40

^a Based on "Readers within the last two weeks" and 1962 Black & White page rates



by industry's own measurements

...the most efficient newsweekly



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cost per
mention*

\$5.16

\$7.58

\$9.40

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oc. November 196

MEMO to media



Four Years and 1,696 Articles Later . . .

In 1957, when Media/scope was first published, an often-heard comment was "There's not enough new information about media-buying each month to fill a publication."

Far from quickly exhausting its subject, Media/scope--four years and 1,696 articles and features later--is still uncovering vast untapped sources of material with new ideas, new techniques and new methods of media-buying. From the beginning Media/scope captured the imagination and enthusiasm of its target audience--the buyers of advertising in agencies and in advertiser companies--and has held it ever since with the impact of its editorial vitality. And, as for advertisers, Media/scope had only to open its pages to them to establish itself as the publication to use when you want to reach advertising buyers.

Among the reasons for this:

- * Media/scope's exclusive publication of some of today's most important media research. Dr. Daniel Starch's "Measuring Product Sales Made By Advertising," based on data obtained over a 16-year period from 400,000 interviews concerning the readership of 45,000 advertisements is a significant example of this. His earlier "Analysis of 12 Million Inquiries" is another. Alfred Politz, Ernest Dichter, Darrell B. Lucas, Bernard H. Ober and others in this field also contribute to Media/scope.
- * Media/scope's "The Market--and its Media" series. These comprehensive on-the-spot reports of Atlanta, St. Louis, New York and Chicago covering the important changes of 1950-1960, have alerted many advertising buyers to new advertising advantages in these markets. Other markets are to be covered in future issues.
- * Media/scope's "Media Buyer Checklists," covering the entire range of media planning. These lists cover all necessary factors to consider when advertising in business publications, consumer magazines, direct mail, newspapers, outdoor advertising, point-of-purchase, spot radio, spot television and transportation advertising. There's a "Checklist for Advertising Budgeters" and a "Checklist for Media Planners," too.

(Over)

- * Media/scope's many service features, including the "Dictionary of Terms Useful to Buyers of Media;" the annual directory of associations useful to buyers of media; Media/scope's monthly "Advertising Cost Index;" and Media/scope's monthly round-up of market and media studies--all designed to place vital information at an advertising buyer's fingertips.
- * Media/scope's Annual Media Awards inaugurated in 1959. These awards are given by Media/scope each year to encourage creative thinking toward the most efficient selection and use of all advertising media.

Each month Media/scope attempts to present a balanced coverage of all media--not radio or television or newspapers or consumer magazines or any other medium in isolation. Media/scope's general content consists of interviews with important media-buying personalities; reports of new trends in media-buying; analyses of agency and advertiser company buying practices including their solutions to administrative and organizational problems, plus staff-written or contributed articles on all phases of media-buying. Because advertising buyers read Media/scope thoughtfully, analytically, in the light of their own experiences, they are more responsive to advertising in Media/scope's pages. This clear-cut distinction between Media/scope and other advertising trade publications has often enabled Media/scope to score successes both in advertising pages and in number of advertisers.

One other point: Along with a vast increase in influence and authority for Media/scope, the past four years have brought a corresponding increase in the stature of advertising buyers, many of whom now act at the highest decision-making levels. Thus Media/scope today is even more valuable as an advertising medium for those with time or space to sell.

Cordially,



A. W. Moss
Assistant Publisher

(This insert appears only in those copies going to our complimentary list.)

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MEDIA PLANNING

How To Choose Your Medium Rare: WALTER SEILER of Cramer-Krasselt presents his recipes for media selection and management. Long-time media buyer and president of Milwaukee agency digs into a lifetime of experience to list basics of media buying and selling as he sees them..... 51

Big Farm Media Ideas on Small Budget: ROBERT R. SANFORD, senior vice president and director of Potts-Woodbury, Inc., Kansas City, presents eight case histories that exhibit the use of varied print and broadcast media to reach farm markets 61

MEDIA TECHNIQUES

How Advertising Effectiveness Is Aided by Research: Advertising Research Foundation digs into subject at its annual conference, with special reference to sales effectiveness of alternative media, attitude changes in studying TV, visual performance, statistical methods, industrial advertising measurement..... 56

ORGANIZATION MATTERS

Announcement of Annual Media Awards: Nature of the three classifications of awards, and official entry blank..... 41

MEDIA AND MARKET DATA

ANA Calls for New Goals in Ad Measurement: An analysis of conclusions reached in the Association of National Advertiser's Project X, completed this month. It calls for advertisement measurement by the task method..... 78

Ad Readership Reports in Business Papers: J. WESLEY ROSBERG, senior vice president of Buchen Advertising, Inc., Chicago, presents a new report on the 129 business publications that offer advertising readership services currently. Includes the who, what, and how often of publications in this group..... 82

National Advertising Expenditure Record . . . 106; Media and Market Studies . . . 108; Advertising Cost Index . . . 111; Promotions and Presentations . . . 114; Videodex National Rating Analysis . . . 116; National Newspaper Advertising Trends . . . 118.

TRENDS AND TREND-MAKERS

A Mirror of Media Buyers and Their Opinions: National Panel of Media Buyers is composed of 250 buyers in 141 agencies; it probes their opinions once a month 60

The Future of Spot Radio Sales: An analysis by DR. JAYE S. NIEFELD, vice president and director of Clinton E. Frank, Inc., Chicago, in which he suggests a switch in objectives for radio — from *broadcasting* to *narrowcasting*..... 72

You and the Annual Media Awards..... WALTER E. BOTTHOF 5

Media/estimate: Difficult Medium To Buy..... HERBERT ZELTNER 22

Trade Talk: New era for MPA? . . . Top management and business publications . . . Strides made by newspapers with ROP color..... DAVE WASKO 26

Media/forum: Improvement in Status of Media Buyers..... 37

Men of the Month: JOHN VECKLY and JOHN K. HERBERT..... 44

Media Planners' Groups: New TV Spot Lengths Attacked and Defended..... 90

Business Press: That 40-60 Publishing Ratio..... HOWARD G. SAWYER 96

Odds and Trends: What Will Speed Reading Do to Advertising? LIONEL M. KAUFMAN 100

Views on Broadcast: Problems in Radio Ratings..... ISABEL ZIEGLER 103

Editorial: Should We License Agency Men?..... ROGER BARTON 124

Scope on Media (a look around and a look ahead) . . . 17; Letters . . . 8; Media/quotes . . . 28; Scope on People . . . 94; Media/headlines . . . 104; Media/dates . . . 118; Personnel Changes . . . 120; Advertisers Index . . . 122.

WHAT'S AHEAD FOR DECEMBER

COVER

How Advertisers Are Using Regional Editions by LAWRENCE A. GARDNER . . .
How Agencies Train Media Personnel . . . Media Strategy for the Corporate Advertiser . . . Madison Avenue Is Still a Two-way Street by ROY S. DURSTINE.

Portrait of WALTER SEILER, president and chairman of the board of The Cramer-Krasselt Company, Milwaukee, by Constance Joan Naar. Article by Mr. Seiler starts on page 51.

SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.

Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Ill. Printed in U. S. A. Controlled circulation postage paid at Skokie, Ill. Copyright 1961 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.



ONE MAN, THREE TITLES, THREE JOBS

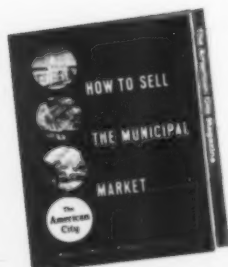
How a small town buys municipal equipment

MR. W. O. MANN does almost everything in Siler City, North Carolina (population 3,000). His official title is City Clerk, but don't let titles fool you. He is also Water Superintendent and Street Superintendent.

When Siler City needs equipment, Mr. Mann recommends purchases to the mayor and five commissioners. As in most other small town governments, these officials are elected by the voters and serve in a part-time capacity. Purchases must have their approval. In this

way the City Clerk has bought Badger water meters and an International Harvester tractor with a Henry backhoe attachment. "Any time I am interested in new equipment, I look for it in *THE AMERICAN CITY*," says Mr. Mann.

Are men like Mr. Mann seeing your advertising? You can increase your sales to city and town governments by investing your advertising dollars in *THE AMERICAN CITY*—the magazine that reaches all municipal departments.



This NEW comprehensive market study,
 "How To Sell The Municipal Market"...
 is yours for the asking — without obligation.
 Send for it today.



BUTTENHEIM PUBLISHING CORP. • 470 PARK AVENUE SOUTH • NEW YORK 16

MEDIA/SCOPE

Serving the buyers of advertising

Published monthly by
Standard Rate & Data Service, Inc.



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Roger Barton

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Glendale 3, California
Chapman 5-9421

From the publisher's notebook



You and the Annual Media Awards

The Annual Media Awards are conducted for you, the buyer, and now is the time to start thinking about your entry. An entry form is printed elsewhere in this issue. Have you made a good speech in 1961, done a good piece of media research, developed a good media technique? If you have, or wish to nominate someone else who has, fill out the form, attach it to the speech or the piece of research or a description of the technique, and send it to Executive Secretary, Annual Media Awards, 420 Lexington Avenue, New York 17.

The 1962 Annual Media Awards will be the fourth annual event, and both the number of entries and the attendance have grown appreciably. There were 151 entries in 1959; in 1961 there were 292. There were 413 persons at the presentation luncheon in the Park Lane in 1959; in April this year there were 570 at the luncheon in the Waldorf-Astoria.

Any person or organization can submit an entry or be nominated for an Award. In the past the Awards have been distributed among organizations or their personnel as follows: advertisers, eight; agencies, 14; business publications, five; consumer magazines, five; newspapers, three; television, four; transit advertising, one; circulation auditing bureau, one; independent research firms, five.

There are three classes of Awards:

Public Statements: To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document.

Media Research: To an individual or an organization for a significant contribution to media research which has served to improve the delineation of media or their markets.

Media Technique: To an individual or organization for a significant innovation in the use of media, in the sense of an imaginative or novel technique or device that may be a part of a media plan but is not necessarily the complete plan.

Winners at the presentations luncheon in the Waldorf on Thursday, April 12, 1962, will receive the applause of their fellows and the recognition of the industry. But more, by the light that is thrown upon their achievements, they will help to inspire better standards of thinking and practice for all those concerned with the buying of space and time.

Metropolitan OAKLAND..S O

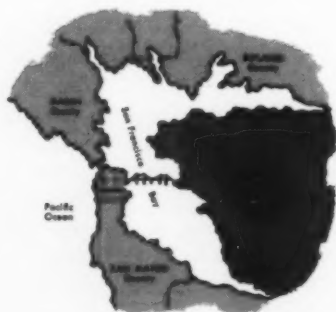


LEADS IN POPULATION ... 1,317,239

**47.3% OF TOTAL POPULATION
IN SIX BAY AREA COUNTIES**

TOTAL RETAIL SALES ... \$1,744,150,000

**43.8% OF TOTAL RETAIL SALES
IN SIX BAY AREA COUNTIES**



The greater East Bay (Oakland area) is an entirely separate market from the West Bay (San Francisco area) ... with different local editorial interests.

... And the FACTS prove that ONLY the TRIBUNE really covers this separate Market (Alameda and Contra Costa Counties), Northern California's largest population center.

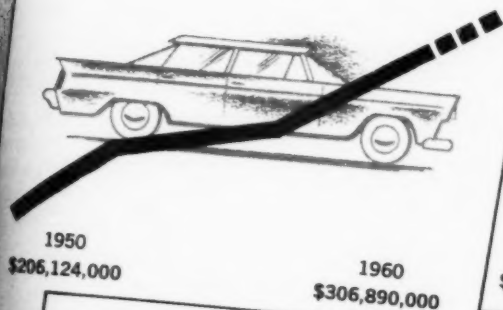
Oakland Tribune

NATIONAL REPRESENTATIVES: Cresmer & Woodward, Inc.
SUNDAY COMICS: Metropolitan Sunday Newspapers, Inc.

Largest Home Delivered Circulation... No

...s on the move!

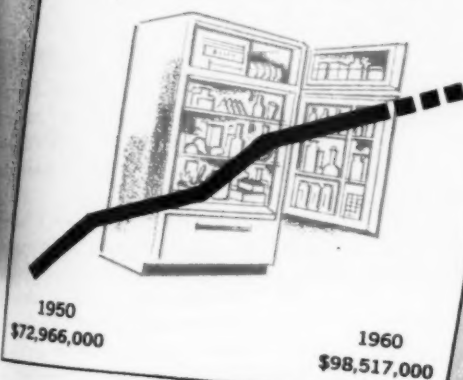
IN AUTOMOTIVE SALES!



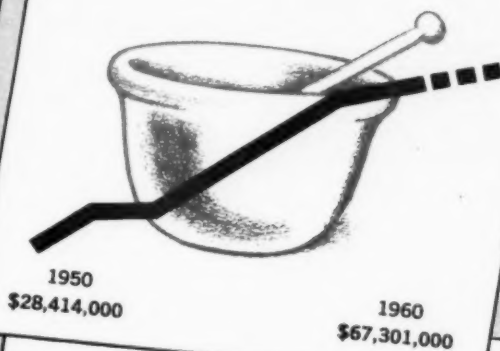
IN FOOD SALES!



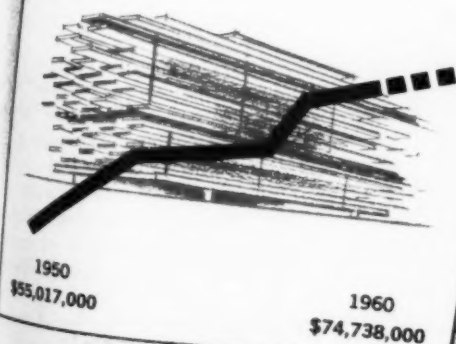
IN APPLIANCE SALES!



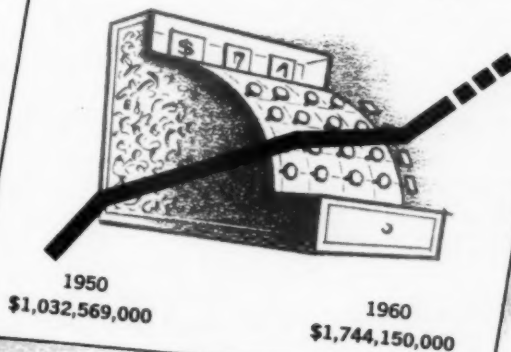
IN DRUG SALES!



IN BUILDING MATERIAL SALES!



IN TOTAL RETAIL SALES!



Source: Sales Management
Survey of Buying Power

n...n Northern California's Biggest Market!



To move merchandise in Erie, Pa., only The Erie Times & News will do. No other newspaper or combination of newspapers makes a dent in this dynamic market. The Erie Times & News, on the other hand, provide true saturation coverage.

DAILY CIRCULATION ERIE COUNTY

Buffalo—	Courier-Express	246
	News	48
Cleveland—	Plain Dealer	317
	Press & News	50
Pittsburgh—	Post Gazette & Sun-Telegram	458
	Press	172
Total		1,291

ERIE TIMES & NEWS 71,659

Households 73,800

Sources: Circulation—1960 & 1961 ABC Audits
Households—1961 Sales Management.

Key regional food chains are among those who clearly recognize this truth. Though buying and warehousing out of Buffalo or Youngstown, they advertise in Erie to sell Erie.

In fact, so heavy is their advertising investment, and that of others like them, that The Erie Times & News carry more retail grocers' lineage than any other Pennsylvania newspapers measured by Media Records.*

Obviously, The Erie Times & News are a must for national advertisers, too.

*1st 6 mos. 1961 seven-day total: lineage of morning or evening edition, whichever is larger, plus Sunday.

LOOKING FOR A NEW PLANT SITE?

Write Erie Chamber of Commerce for detailed brochure on Erie Industrial Park: 225-acre, centrally-located plot offering ideal water, rail, highway transportation; proximity to major markets; skilled labor.

The Erie Times evening

The Erie News morning

The Erie Times-News Sunday

Represented by The Katz Agency, Inc.

Letters from Readers

DR. STARCH'S STUDY

You are to be congratulated on Dr. Starch's article in the September issue. ("Measuring Product Sales Made by Advertising," by Dr. Daniel Starch.) This appears to be a major contribution to advertising thinking.

J. N. MILNE

Research manager, MacLaren Advertising Co., Ltd., Toronto.

* * *

It's a most impressive piece of work.

HERBERT ZELTNER

Vice president and media director, Lennen & Newell, Inc.

* * *

Undoubtedly you have received a good many requests for reprints or tear sheets of the study by Dr. Daniel Starch, "Measuring Product Sales Made by Advertising," that appeared in the September issue of MEDIA/SCOPE.

We believe that it's great, and would like to add our request for 10 copies.

JON T. WEROLIN

J. Walter Thompson Company, San Francisco.

The Starch study is not being reprinted by MEDIA/SCOPE for sale. However, the entire study, which is some third longer than the version that appeared in MEDIA/SCOPE, has been published by Daniel Starch and Staff, of Mamaroneck, N. Y., as a 100-page monograph. The monograph is available from Dr. Starch's organization at the following rates: single copies, \$3.00; two copies, \$5.00; additional copies, \$1.00 each. All inquiries for reprints received by MEDIA/SCOPE will therefore be referred to Dr. Starch. Such inquiries have thus far concerned 2,152 copies.

The Editor.

* * *

I want to thank you for the additional copy of your September issue. One of our executives borrowed my copy.

Since I intend to use your cover story, "Measuring Product Sales Made by Advertising," by Dr. Daniel Starch, in our October "Business News Digest," I need another copy.

May I take this opportunity to compliment you on the wonderful job MEDIA/SCOPE is doing? You are filling a real need with a book such as yours.

I like your cover especially. Because of it, I began to read your September issue immediately on its receipt. The way you handled the highlights of the Starch report whetted my appetite. You gave in a succinct manner the top findings of one of our main problems: to prove the importance of continuity in advertising.

Keep up the good work! You are doing a splendid job.

MARION McEVOY

Editor, Current Business News Digest, This Week Magazine.

* * *

In the September issue of MEDIA/SCOPE, Dr. Daniel Starch discusses, among other things in an admirable article, the need for advertisers to have a better definition of prospective customers.

With all temerity, since I have no intention of attempting to improve on a point made by as capable a man as Dr. Starch, I suggest that the new product development process from the very beginning is part of a company's attempt to define its prospective customers, focus its maximum selling pressure against him, and to satisfy his present or future wants and needs.

WALLACE T. DREW

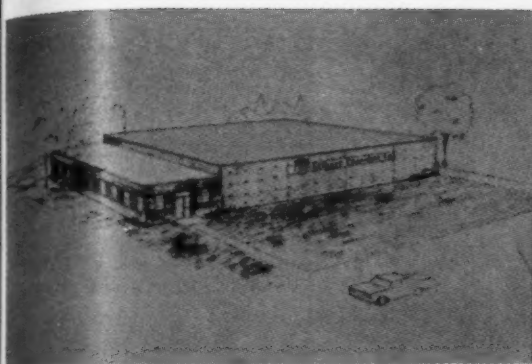
Vice president, director of marketing, Coty, Inc., before ANA Workshop, New York.

* * *

I was very much impressed by the long article by Dr. Starch in your September issue. Certainly if the assumptions and procedures outlined in his article are valid, a most valuable contribution has been made to the objective possibilities of measuring the effectiveness of advertising.

There is one major question in my mind as a result of reading this material. Dr. Starch implicitly makes a major assumption. This assumption is that those who report reading an advertisement have in some way expressed a causal relationship between

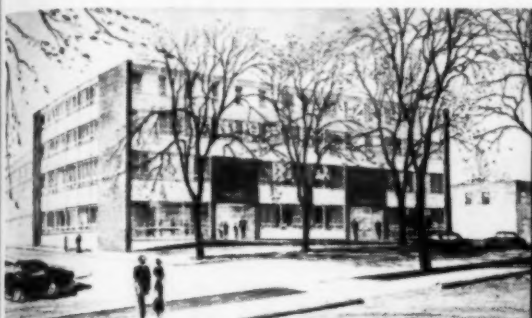
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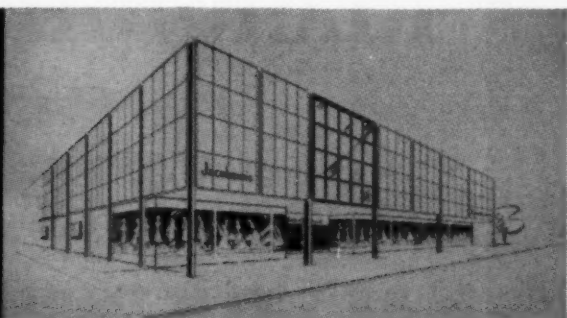
New plant of Gilbert Chocolate Co., famous Jackson candy maker, provides for increasing sales.



Nelson Towers, new luxury apartment building in Jackson.



New YMCA building to meet expanding demands of Jackson's growth.

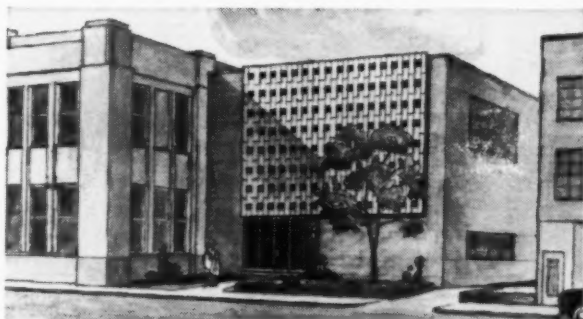


New Jacobson's fashion center is acclaimed as one of finest in U.S.

Build more sales in growing Jackson, Michigan

Whatever you sell, the Jackson, Michigan market is not to be overlooked. It's an easily reached, easily influenced \$¼ billion market right now—and all indications point to *growth*.

Sell the people in this area as Jackson retailers do—with a consistent advertising schedule in Jackson Citizen Patriot, daily and Sunday. It's home delivered to and read by 97% of the families in this prosperous community.



Citizen Patriot is building, too. New addition means expanded services to readers and advertisers.



JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Woman's Day

A FAWCETT PUBLICATION

announces

REGIONAL EDITIONS

based on

NIelsen MARKETING AREAS

To help you attain greater efficiency in critical phases of product marketing, Woman's Day now offers advertisers the unique advantages of ten regional editions corresponding to Nielsen marketing areas.

What are some of these advantages?

1. Balancing media dollars with distribution patterns.
2. Introduction of a new product regionally with ready check on movement.
3. Economical method for bolstering inadequate coverage in weak sales areas.
4. Ideal for scheduling advertising to meet seasonal requirements or geographical needs.

5. Opportunity for merchandising locally in a major national medium.

6. A chance for national advertisers to "regionalize" local listings.

In addition, Woman's Day continues to offer geographic and regular alternate split run service.

Beginning in March of 1962, Woman's Day will also make available the ability to assess market penetration (by television and magazines) via the new Nielsen Media Service.

Circulation of Woman's Day by Nielsen Marketing Areas

New England 485,000 • Metro New York 610,000 • Middle Atlantic 760,000 • Southeast 450,000 • Southwest 275,000
East Central 1,000,000 • Metro Chicago 205,000 • West Central 775,000 • Pacific 730,000 • Canada 210,000

COPYRIGHT FAWCETT PUBLICATIONS, INC., 1961

AS JACKSONVILLE GROWS SO GROWS THIS STATION!



WFGA-TV is the station to watch in Jacksonville!

Rising beside one of the best deep water ports in Florida, Jacksonville's new City Hall has been designed to serve the tremendous numbers of new residents moving to this dynamic city every month. As indicated by the June ARB, these new residents are joining the large number of "Jaxons" who already make WFGA-TV the station to watch in Jacksonville!

Ask your PGW Colonel for the details on the unique Jacksonville market, covering the entire North Florida-South Georgia area.



WFGA-TV
JACKSONVILLE



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

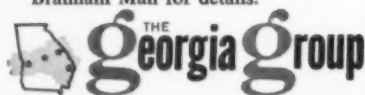


J
TV
TV
TV
(to)



YOU NEED ALL OF GEORGIA, TOO!

Get effective coverage in areas containing 85% of Georgia's people, 87% of its spendable income. Use Atlanta and the Georgia Group. The Augusta, Columbus, Macon and Savannah papers serve the "missing half." Yours with 1 order, 1 bill, 1 check. Call the Branham Man for details.



AUGUSTA Chronicle and Herald • MACON Telegraph and News
COLUMBUS Ledger and Enquirer • SAVANNAH News and Press
Represented nationally by THE BRANHAM COMPANY

SYRACUSE, N. Y. BEST TEST MARKET U.S.A.!

**The ideal test market
meeting every require-
ment!**

Syracuse's position as America's Best Test Market is confirmed by an 11-year continuing study made by Selling Research, Inc. and documented by Sales Management Magazine.

Plus

**unmatched delivery of
1/3rd of New York State.**

No combination of media can deliver comparable coverage at comparable cost.

**the SYRACUSE
NEWSPAPERS**

SYRACUSE, N. Y.

Represented Nationally by
MOLONEY, REGAN & SCHMITT

(Continued from page 8)

the reading of the advertisement and the purchase of the product.

My question is the following: Is it not possible that those who have purchased the product are more likely to state that they recall the advertisement?

In other words, do we really have here a measure of the product sales made by the advertisement or do we have a measure of the influence of the purchase upon perception of the ad? Dr. Starch himself indicates that there is a proportion of the readers of an advertisement who read the ad or noted the ad on the basis of having first made the purchase.

If the suggestion is true, it raises very serious questions about the entire structure of Dr. Starch's logic. However, the question is a testable one, and the answer should be forthcoming before we take the entire procedure outlined as being a definitive measure of sales effectiveness.

I do not mean to say that Dr. Starch's entire procedure is without value. On the contrary, I think it represents an important method of thinking about advertising, and in all probability is the most thorough attempt to develop the most significant measure for advertising which can be currently perceived. I certainly wish to congratulate Dr. Starch on his effort and I believe that it will help stimulate thinking of others in the field to develop even more accurate approaches to answering this question.

WILLIAM CAPITMAN

President, The Center for Research in Marketing Incorporated, Peekskill, N. Y.

The section on "validity of the method" took 25 pages in Dr. Starch's original manuscript, but was not included even in a condensed form in the version that appeared in MEDIA/SCOPE. This version, which ran 26 pages in the magazine, was limited to a description of the method and its applications. Dr. Starch has published his complete study in a 100-page monograph, and copies may be obtained from Daniel Starch and Staff, Mamaroneck, N. Y. The section on validity of the method discusses the flow of cause and effect from reading to buying and from buying to reading and the question about the net ad-stimulated purchase. The Editor.

The article by Dr. Daniel Starch entitled "Measuring Product Sales

Made by Advertising" which appeared in the September issue of MEDIA/SCOPE was every bit as fine as our men hoped it would be. Now we would like to order 12 copies of either the article or the magazine.

EVELYN J. CARLTON

Research librarian, The Carter Publishing Company, Cleveland.

LONG LIFE

This letter will certainly prove the long life of your publication.

I was looking back through a copy of your March 1959 issue and noticed a Media Buyers' Checklist pertaining to point-of-purchase.

If you do have copies of these checklists for these four classifications, I should appreciate receiving copies.

J. K. ROBERTSON

Manager, financial-industrial Advertising, The Globe and Mail, Toronto.

MEDIA/SCOPE has published nine such checklists on the different media, and three other checklists on advertising budgeting, media planning, and the evaluation of media research. Of the 35,494 reprints of editorial items ordered by readers in the first six months of this year, 7,664 were for checklists.

The Editor

JUNIOR PANEL

I have been impressed with "The Market and Its Media" studies which you have given us on Atlanta, St. Louis, and New York, and look forward to other studies along these same lines. However, in each of these previous studies, your outdoor advertising section has been lacking in mention of the newest developments in outdoor advertising, the junior poster panel.

Of the 325 cities of 50,000 population and more, 250 have junior panel facilities.

CHARLES V. GORDON

President, Outdoor Representatives Company, New York.

**Metal Products
Manufacturing
sells
manufacturers of
APPLIANCES**

See Toll-All in Aug. or Sept. 1959


"Shopping in the suburbs is a family thing. Tom does all the driving and carrying. The kids do all the wanting—from rocket-ship rides to another drink of water. And I spend all the money."



New York is cash, charge, deliver, take... on the biggest scale in the world. In an average week, New Yorkers spend \$190,343,750 at retail... more than in Chicago, Boston and Philadelphia combined. To move merchandise in both city and suburbs, department stores use The New York Times more than any other medium. It serves New Yorkers with the most news... sells them with the most advertising. New York is The New York Times

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Concentration



The size of an order isn't necessarily determined by the size of the company making the purchase. But it is a fact that the most promising potentials for big sales and repeat business are with the larger industrial firms. It's A-B-C simple.

The more a company produces, the more supplies and services it must buy.

Your best industrial prospects are highly concentrated.

Out of more than four million firms of all types in the U. S., only 35,000 are big enough to employ 100 or more people.

One thing is sure. Fortune puts your advertising before your best industrial customers and prospects because its circulation is concentrated among management men in the 100-employees-and-up companies.

It's one of the reasons why **FORTUNE** gets results.

"SELL US ON SUNDAY" says BUFFALO

**303,666 FAMILIES IN THE BUFFALO MARKET
BUY THE SUNDAY COURIER-EXPRESS...**

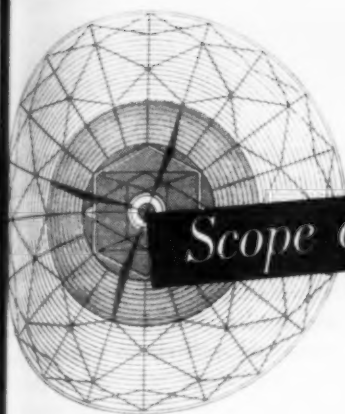
... that's the largest circulation of any newspaper—daily or Sunday—in New York State outside metropolitan New York City. Western New York families look forward to Buffalo's ONLY Sunday newspaper for their week-end news, and their favorite features (color comics, Sunday Pictorial, Parade, American Weekly, plus a host of other popular editorial features of real local interest.) In fact, these readers spend over three million dollars annually for the Sunday Courier-Express.

Knowing this, businessmen place the equivalent of 85 pages of advertising in the Courier-Express on a typical Sunday. Take your cue from the advertisers who know the market best... schedule the Sunday Courier-Express and the Morning Courier-Express to reach the families of Western New York when they want to be sold!



ROP COLOR 7 DAYS

Represented Nationally
By:
Newspaper Marketing
Associates
New York
Chicago
Philadelphia
Detroit
Los Angeles
San Francisco



Scope on Media

A LOOK AROUND AND A LOOK AHEAD

MEASURING STANDARDS FOR RESEARCH

Several organizations are developing methods and materials that can be used in setting minimum standards for business publication research. Buyers of media in this field are eagerly supporting moves in this direction (See Howard G. Sawyer's "Business Press" column in October 1961 MEDIA/SCOPE). Out first with its suggested standards is the Associated Business Publications, which last month distributed in final form copies of its Full Disclosure Form for Publication Research."

The form itself is a six-page questionnaire for publishers. They are urged to indicate in copies of their research studies that answers to the questions are either included in their study reports or are available separately. Information included in the form will disclose: *general facts* about when, where, and how the study was made; *technical facts* about sample size, interviewing methods, use of questionnaires, extent of non-response; *presentation methods* covering such matters as inclusion of a summary, conclusions, and cautions about use of the data.

ABP acknowledges help received from the Advertising Research Foundation and the Industrial Advertising Research Institute in developing the form, and it has turned the form over to the Business Publishers' Committee of the Association of National Advertisers. IARI and the ANA Committee are both still working on similar projects; and it may be that further standardization for business publication research will be forthcoming.

A further help to buyers in evaluating media research may be found in MEDIA/SCOPE's "Media Research Evaluation Checklist" in our September issue.

BURGEONING TRAVEL MARKET

Light on the travel market is thrown by a study just completed by Curtis Publishing Company. Referring to the fiscal year 1961-62, the report states that more than 42 million U. S. families will take nearly 40 million vacation pleasure trips to all parts of this country and to many foreign lands.

Expenditures by our countrymen for all travel, pleasure and business, increased from around \$10.5 billion in

1950 to \$21 billion in 1960. Such expenditures are estimated to reach \$40 billion by the 1970's.

Fortunately, all kinds of governmental organizations — federal, state, area, and community — are alert to capitalize for their people upon this growing wanderlust. The Curtis study estimates that 295 of these organizations have budgeted \$28,609,916 for the fiscal year 1961-62 for advertising and promotion to attract tourists and vacationers. Another manifestation of this interest is that the federal government is setting up a United States Travel Service in the Department of Commerce in order to help attract visitors to the United States.

This burgeoning market naturally creates competition. Segments of the tourist industry are not only competing with one another for a share of the travel dollar, but they are also competing with other industries that seek this sizable chunk of discretionary consumer spending. The report cites the large increases since 1953 in advertising and promotion expenditures by other industries, such as automobile and home equipment manufacturers, and concludes, "The travel industry thus must increase its selling and advertising efforts if it is to keep pace with the growth of this nation's economy." All this, of course, means more opportunities for advertising media.

CENTRALIZED SPOT SERVICING

There are now three services hoping to take the heavy burden of spot broadcast estimating and billing paperwork from the shoulders of agencies and stations. Most recently announced is Central Media Bureau, financed in part by CEIR, the data processing company. CMB joins Broadcast Clearing House, which uses Bank of America machines, and Broadcast Billing Company, a subsidiary of Standard Rate & Data Service.

The aim of all these new services, none of which is as yet fully operative, is to simplify the complex procedures of ordering and paying for spot time. All three services offer central control of bills, invoices, payments to stations and representatives, checking of performance with station logs, reconciliation of discrepancies, and rebate credits to agencies. All the projected services will

Scope on Media

depend on electronic data processing equipment, and all will operate along similar lines, with these qualifications:

- Broadcast Clearing House puts rather more emphasis than its competitors on a series of standardized accounting forms which cooperating agencies and stations will either adopt wholly, or utilize in their communications with BCH while they retain their own systems. BCH, which hopes to service both radio and television spot buying, is organized on an account basis, without inter-agency or multi-product control.

- Broadcast Billing Company, which will deal only with TV for the present, offers in addition a running record of discounts earned by client corporations, with daily advisories to the various agencies concerned. It also offers an estimating service.

- Central Media Bureau offers a similar package, with especial emphasis on multi-agency control for clients, company-wide earned rates, and projections of buying-efficiency levels for various discount categories. CMB will also prepare contracts for representatives.

The promise that these services hold is obviously a strong attraction for both agencies and stations. In a study recently completed by CMB, and confirmed by other observations, it was found that something over half the buyers' time in the major air media agencies is consumed with paperwork and routine computations that could be performed by the central services. Similarly, some 60 per cent of estimators' time is taken up with figuring discounts and plan costs, functions adaptable to electronic data processing. Overhead in the larger agencies for these servicing functions runs, says CMB, more than \$500,000, with more than \$65,000 spent annually just on clearance of discrepancies between orders and bills.

From the station's point of view, there is some \$8.8 million in national spot payments (both radio and TV) that is over 60 days past due at any one time. All the services claim to be able to shorten the payment lag considerably. Two main obstacles face the promoters of these services:

First is pricing. None of the services has settled on a firm schedule of rates. Probably, stations will be asked to assume about half the cost, with agencies and representatives splitting the balance.

Second is cooperation. To be effective, these services must get as subscribers the bulk of the country's TV stations, most of the radio stations carrying national business, and a good number of important agencies. Although CMB claims it could operate merely with a nucleus of, say, Procter & Gamble's stable of agencies, any long-term success must be predicated on industry-wide cooperation. There are several major agencies, and a few representative firms, that might be hard to crack. Some agencies either are intensely reluctant to divulge to any outside source such things as campaign plans

and spot time contracts, or have big electronic data processing installations of their own. On the representative side, such firms as Avery-Knodel, Harrington, Righter & Parsons, and H-R have spent a good deal of money and effort to develop their own systems of capabilities and billing control. These systems are potential selling points in the development of new business, and the representatives may be unlikely to surrender them willingly.

DICHTER STUDIES TV VIEWER ATTITUDES

The television viewing public, according to Dr. Ernest Dichter, president of the Institute of Motivational Research, is watching TV commercials with greater interest and more positive response than previously, but viewers watch a number of programs with less interest. He arrived at this conclusion as the result of a motivational research study done recently for KRON-TV, San Francisco, a study similar in nature to several previous studies that he made. The KRON-TV report is the first of three reports to be published by the sponsor.

Viewers don't object to commercials, Dr. Dichter finds, but only to those which show lack of originality or lack of advertiser effort to please the viewer. The same attitude seems to apply to TV program content, from which viewers expect much, but quite often go away disappointed. He reasons from this that the surface of television's potential has still barely been scratched. And he finds that when a program does meet audience expectations, it "creates excitement and emotional reward of considerable proportions."

He also finds that a viewer's mood toward the program affects his attitude toward the commercials, and suggests that commercials should be in a mood that matches the mood developed by the program. Because of the same relationship, he believes that programs should not generate so much tension that there is interference with attention to the commercials.

THOUGHT LEADERS AND ADVERTISING

So-called "thought leaders" have been canvassed by Hill and Knowlton, Inc., on commission from the AAAA, in a study of the thought leaders' attitudes toward advertising.

The attitude of the thought leaders (who seem to be composed of college professors, religious leaders, "top business executives," editors, writers, and government leaders) is approximately what one might expect:

Advertising does not fulfill its social obligations.

Advertising destroys individualism.

Advertising has too much non-informative, or brand vs.-brand advertising.

Advertising influences people to buy unnecessary things

Scope on Media

One cannot but feel that these attitudes are not so much postures against advertising as they are against our economic system. Advertising is merely a device that business uses to promote its products. For instance, the criticism that advertising influences people to buy unnecessary things is not, *per se*, a criticism of advertising. It is a criticism of our present economy of abundance, in which persons are urged to buy items that in our frontier society of 1800 they could have survived without.

Apparently the answer to the situation revealed will be for Hill and Knowlton to supply the thought leaders "readily available information on the functions, achievements, and limitations of advertising." It will be interesting to see what this will accomplish if the advertising trade publications which have been doing this for many years have been unable to make an impression. The question also arises, if the thought leaders are basically critical of American business rather than of advertising, which is the voice of business, how will a public relations program about advertising help the situation? Finally, one must wonder just what "top business executives" were interviewed.

MAGAZINE CONCEPT

For the second time in the last two years, Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding, has advanced the proposition that network television time should be bought and sold like magazine space: run-of-schedule, without preferred positions or program sponsorship. (Incidentally, the analogy is not altogether accurate; magazine advertisers *can* establish franchises on special positions).

Mr. Cone believes rotation of commercials to be the best hope for improved TV programing. If advertisers persist in retaining certain time slots, he says, "which means positions in certain large-audience programs, their competitors must seek to equal them (they have no choice) and the level of television programing will remain precisely what it is — which is a national disgrace." Unless the level of TV programs is raised, Mr. Cone adds, advertisers will continue to miss a huge audience of intelligent, rational persons.

Actually, Mr. Cone points out, TV is moving closer to his position all the time. Even now, participation buying is far more frequent than full or even half sponsorship. The question is, how will the magazine concept affect the size and composition of audiences for a commercial? Here are some Nielsen figures that shed some light on the subject.

Take, for example, an evening TV sponsorship of 12 commercial minutes per month. Weekly sponsorship of a single half hour will produce, say, a four-week reach of 42.9 per cent of television homes, with a frequency of six. Alternate half hours in two programs (a popular

pattern) will reach 48.2 per cent of homes in four weeks, but the frequency will decline to 5.6. Going further, a pattern of alternate half hours in two programs with a hitchhike will produce a still larger reach (62.1 per cent); and still less frequency (4.4). The pattern looks like this:

	Wk. 1	Wk. 2	Wk. 3	Wk. 4
Prog. A	2 min.	1 min.	2 min.	1 min.
Prog. B	1 min.	2 min.	1 min.	2 min.

The full magazine plan — the kind Mr. Cone is talking about, would amass still more unduplicated audience and still less frequency. Nielsen has no specific examples because to date no sponsor has bought that way. But the pattern would look something like this:

	Wk. 1	Wk. 2	Wk. 3	Wk. 4
Prog. A	1 min.			
Prog. B		1 min.		
Prog. C			1 min.	
Prog. D				1 min.
Prog. E	1 min.			
Prog. F		1 min.		
Prog. G			1 min.	
Prog. H				1 min.
Prog. I	1 min.			
Prog. J		1 min.		
Prog. K			1 min.	
Prog. L				1 min.

Assuming the average audience per commercial minute to be virtually constant, the magazine concept would reach the greatest number of homes the fewest number of times. However, a major advertiser in TV reaches almost all homes in a month anyway, so there could be no substantial increase in reach under a magazine plan for the large advertiser. Any change in average frequency would be minimal. What would change is the distribution of that frequency by audience characteristics and market segments.

If run-of-schedule was extended to, for example, Sunday afternoon, instead of being confined to prime time, then reach would go up and average frequency would go down, even for the largest evening advertiser, simply because light viewers would be tapped for the first time, and with very low frequency.

SLICING UP LIFE

Life is going local with a vengeance. In recent weeks, the magazine has made two moves which, although not directly related to each other, point up an increasing concern with regional and local, as opposed to national, impact.

First in order of time is the release of the new "Slice

Scope on Media

of Life" studies, which report magazine audience among customers of a single retail store at a time.

These miniature, rifle-shot surveys, conducted by Politz, are not *Life's* style at all; the magazine has been noted for a decade for its massive national audience studies. However, *Life's* research executives feel that Nielsen's new Media Service takes care of their needs in that department. The "Slice of Life" reports are designed to make the mammoth national figures meaningful on a small scale, especially to key retailers, whose appreciation of magazines' selling power has been waning of late.

Life selects certain stores, and obtains the names and addresses of, say, the outlets' 150 best customers, or the last 150 persons to buy a major appliance or at least \$20 worth of food, or the most recent new-car buyers. The list is turned over to Politz, who runs a standard magazine audience study on them. The aim is to end with at least 100 completed interviews.

In the studies published to date, *Life* outruns its magazine competitors handsomely; e.g., at Z. Frank Chevrolet in Chicago, of the last 103 consecutive households that bought new Chevys prior to January 1, 1961, the average issue of *Life* reached 50 per cent; *Look*, 33 per cent; *Post*, 19 per cent. Results are similar in all 26 reports released to date. There are several studies in which *Life* doesn't show up so well, but they have not been released yet.

The retailers chosen are generally influential ones: Polk Bros., the No. 1 appliance dealer in the country; the automobile agency owned by the president of the New York State car dealers association; one of the biggest home renovation firms.

One of the stores picked was Wienecke's Hardware Store in Glencoe (Ill.), which means nothing to most people. But within the hardware industry, Wienecke's is well-known as typical of a certain kind of outlet: the small, well-stocked store in a top-drawer suburb, which does a huge volume, mostly through charge accounts.

One of the ways *Life* gets retailer cooperation is to permit the store to tack 10 questions of its own on the Politz questionnaire. A lot can be learned about customer preferences and attitudes this way. *Life* expects to make the studies the basis of all retail trade advertising for quite a while.

On another front, *Life* has broken into the regional edition field in a big way. It has scrapped its seven-way break for an elaborate 29-market split patterned after Nielsen test market areas and major advertisers' sales areas. The regions cut across state lines, and each contains at least one major metro market where *Life's* circulation is heavily concentrated.

The splits are available in every issue, with these restrictions: minimum coverage — three areas, not necessarily contiguous; minimum size — full page. No circulation matching with other insertions is necessary.

Pricing is on a cost-per-thousand basis, and the premium is fairly stiff. Under *Life's* new rates (the new splits go into effect with the January 5, 1962 issue), full run CPM is about \$4.74. For the smallest regional buy (375,000 to 1 million circulation) CPM is \$5.12. This decreases by steps to \$4.95 for a buy covering 3 million circulation or more. However, volume and continuity discounts (pro-rated to full run plans) are interchangeable with national edition earned rates.

Actually, *Life's* regional premium is about equal to that of its big weekly competitors. Take for example a coverage of 1 million circulation. *Life's* CPM in that category, including start-up costs, is \$5.81, or 22.6 per cent above the national CPM. *Look's* CPM for the same circulation is \$5.62, or 23.8 per cent above its national CPM. The *Post's* CPM for 1 million circulation (assuming only one regional break; if the million is divided into two regions, the price goes way up) is \$5.64, or 23.4 per cent above its national CPM.

Incidentally, *Life* denies that the magazine's new format, which features advertising wells isolated from the editorial, was designed to make the regional make-up problem easier. The problems are unrelated.

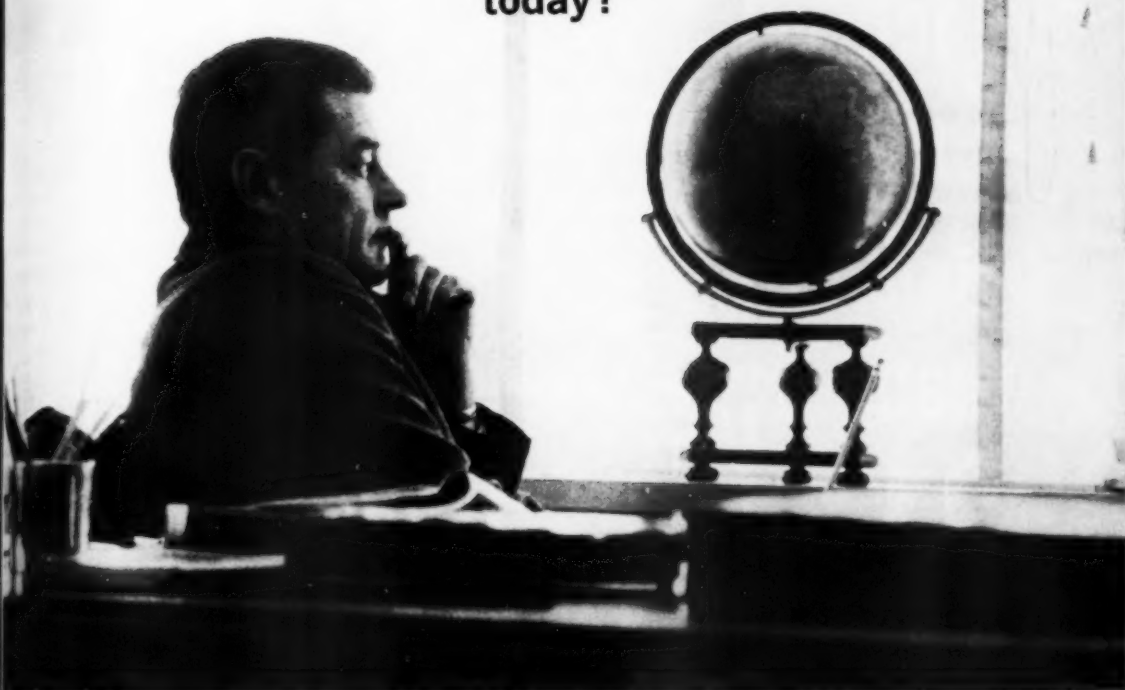
NAEGELE OUTDOOR EXPANDS

Robert O. Naegele, president of Naegele Advertising Companies, Inc., Minneapolis, took a long step forward in his expansion program last month by purchasing Walker & Company, Detroit, from Gamble-Skogmo, Inc., which had owned 98 per cent of the Detroit outdoor advertising firm since December 1960. Naegele had a management contract to operate Walker & Co. dating from the Gamble-Skogmo purchase. He was offered ownership by Bertin C. Gamble, president of G-S, following a court ruling that G-S, which also owns a large block of stock in General Outdoor Advertising, had to divest itself of ownership in Walker.

Naegele now operates in 20 Midwest and West-Coast markets under the Naegele name (Walker & Company changed its name to Naegele Outdoor Advertising Company of Michigan). Current volume of Walker, according to Naegele, is \$6 million a year; the volume of his other properties \$8.5 million. He is planning further expansion in outdoor in the Midwest, Far West, and South, and plans to diversify into other media and businesses that are natural users of outdoor advertising.

Further expansion of outdoor will come, Mr. Naegele believes, through plant modernization and expansion, more research along the lines of recent surveys by Wilbur Smith and A. C. Nielsen on the West Coast, more active merchandising of outdoor at the local level, and enlarged service sales activities designed to inform agency media buyers on values in outdoor.

What in the world interests the businessman today?



*New study conducted in consultation with the ARF shows "USN&WR" to be the "most important" news magazine for business information**

The important news of national and international affairs today happens fast, travels quickly, has its immediate effects on business plans and decisions. No one has a greater interest—bigger stake—in this important news than today's busy businessman.

This fact emerges from a major communications research project conducted for "U.S. News & World Report" in consultation with the Advertising Research Foundation. Interviewed were presidents of million dollar corporations in the nation's largest business and industrial centers.

Findings of the study show these five basic areas of information to be by far the most important to the businessman today: trends and developments in (1) *economics and business* (2) *finance* (3) *labor-management relations* (4) *government and politics* (5) *world news*.



The findings single out "USN&WR" as the news magazine *preferred* as a source for each of the five information needs. They also establish it as the overall most important source for all five areas.

It's in this climate of important and useful news that advertising in "USN&WR" each week commands the interest of today's best customers at the very time they are seeking information to help them in their business plans and decisions.

No wonder that more and more advertisers are calling on the advertising pages of "U.S. News & World Report" to spearhead their campaigns . . . why so many consider it to be . . .

. . . the most important magazine of all.

U.S. NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

*For details, in film strip or printed report, ask your agency or our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Roanoke, Va.,
Newspapers
reach
more
people
than
21
of the top
100 Metro
Markets



**FLASH! World-News Wins
SNPA South Eastern Newspaper
Annual ROP COLOR
SWEEPSTAKES AWARD**

**THE ROANOKE
TIMES**
**The Roanoke
World-News**

SAWYER • FERGUSON • WALKER, Nat'l. Reps.

Difficult Medium To Buy

By Herbert Zeltner



THERE SEEMS TO BE a growing body of opinion that spot television is rapidly becoming the most difficult of media forms to buy properly and well.

The difficulties currently being talked about are those involving simply the mechanics of buying, selling, billing, and reporting. The research and strategy abilities called for in spot television work have developed as rapidly as the medium itself. But the "janitorial services" of keeping track of everything and policing the spending of funds have just not kept pace. It's like putting a 1929 Model A frame on a fuel injection motor.

In a media category where tremendous budgets are made up of hundreds of individual small-price transactions, and where the velocity of turnover is extremely high, there is a fertile area for error and confusion. In order to minimize financial damage, the spot business — in its extremely short history — has created a tremendous and cumbersome volume of paperwork which only serves further to complicate the problem of managing the normal spot campaign.

Cutting the Paperwork

Several worthwhile efforts have been made in the recent past by stations themselves, station representatives, and agencies to cut through the growing mass of paperwork in an effort to simplify and speed the process of spot television buying. But these efforts, of necessity, must be severely limited in their application since they do not represent industry-wide practices at the present time.

To assure agencies and advertisers that they are getting exactly what they bought and to ensure stations of prompt and accurate payment most likely will require some major modifications in the present system of conducting our business. With startling

advances in automation techniques now being developed in the media area, it seems likely that high-speed data processing and a central clearing house for buying and selling will represent practical solutions.

There have been some heartening proposals advanced recently concerning the possibility of various special services being established to assume the clearing house function. Of course, it is much too early to evaluate the workability and quality of these programs — both from the standpoint of the individual agency or station and from the standpoint of the industry as a whole.

Major Change Needed

But the pressure is certainly mounting to devise some major change — in its broadest application — in the way spot television is bought, recorded, and paid for. For spot television to continue to play its role as one of the most powerful and practically useful media tools available will require an improvement in the speed and accuracy with which the medium can be handled.

Maybe the starting point is nothing more ambitious than a device to place billing and paying on a uniform automated basis. From there, we can consider the more dramatic possibilities of operating the entire spot buying process in a similar fashion to the selling of stocks and bonds in the financial community.

There may be practical reasons why a "stock exchange" — where station representatives and agency buyers would get together — dealing in spot television availability throughout the country would be the most workable and fastest way to insure continued progress for spot television.

Herbert Zeltner is vice president and media director of Lennen & Newell, Inc., and president of New York Advertising Media Planners.

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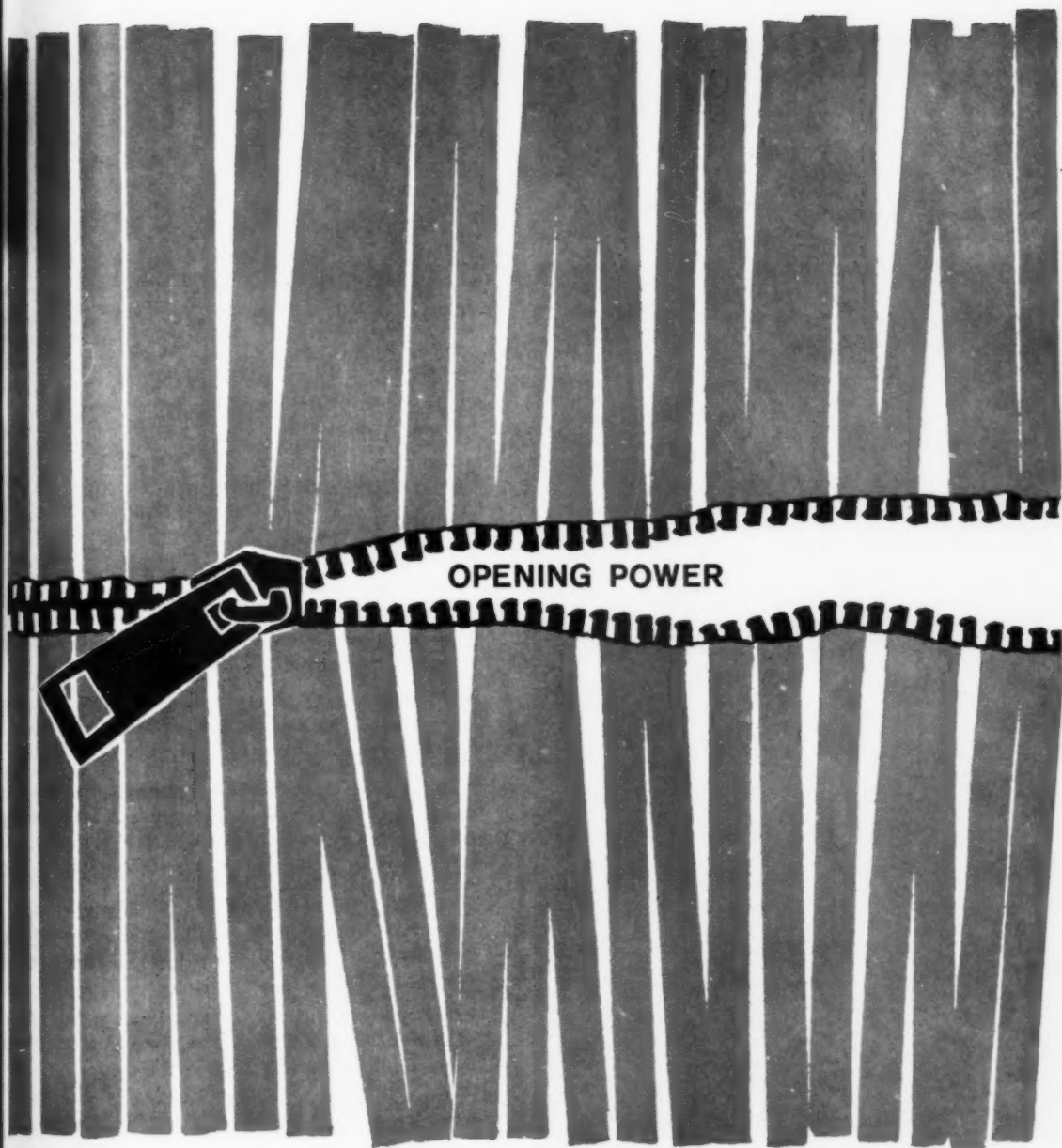
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Newell, Inc.
Advertising

November 1961



Introducing a new product, or a new campaign? Do it in Detroit with its concentrated buying power of \$9-billions. Do it in The News with its metropolitan area home coverage of 64% weekdays and 71% Sunday*. Through The News alone, reach 4 out of 5 metropolitan area homes that get a Detroit newspaper. Penetrate every income level (including 74% of those families earning \$15,000 or more). Reach husband and homemaker at home, where advertising has extra impact. Whatever your product, to open the Detroit market effectively and economically, just use The News.

*Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

723,578 weekdays—914,523 Sundays

6 months ending 9/30/61, as filed with ABC, subject to audit

New York Office: Suite 1237, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Pacific Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Road

A publisher asks:

Why does management

Richard C. Burns, Publisher
Mill & Factory



On blind faith?

(If so, does this faith falter when times get tough?)

Because they're afraid not to?

(If so, do they find the "courage" to cut back when business drops off?)

Or because you can show them that advertising actually sells?

Sure, you sell management on the basics:
coverage of buying power;
backing up the salesmen;
securing sales leads;
and all the other standard reasons.

But frankly—most of us, in advertising and in publishing, have run for cover when management said, "... fine, but what we want from advertising is sales!"

"But," we've hedged, "we're not in the mail order business." And we've recited all the sound and valid reasons for advertising that make so much sense to us who live by advertising... but we've evaded the real issue.

Well, I now believe we've all been short-changing ourselves, and management. We now know that good product advertising actually SELLS, right off the pages!

Let me tell you what we've learned during three years of Mills Shepard Reader Action research of advertisements in *Mill & Factory*:

We have learned beyond a shadow of a doubt that an industrial advertiser who aims the right copy at the right men in the business magazine that is editorially suitable *induces direct buying action*.

We've all suspected this. Some advertisers have done good research on the effectiveness of their own advertising. But either because most of us in advertising didn't have ample evidence of this, or because we didn't want to take any credit away from the salesmen, most budgets have been sold on *theory*. Otherwise, why would management cut back whenever times get tough?

Now we can quit pussyfooting. Now we *know* that advertising can *sell*.

How do we know?

For 3 years Mills Shepard has conducted a continuing series of personal interviews with manufacturing and

nt spend money for advertising?

maintenance executives—all Mill & Factory readers. They explore reader actions resulting from ads in the magazine. The following comments on different ads demonstrate the direct selling power of good advertisements in a good medium:

Plant Engineer—smelting:

"I ordered some of these safety switches. They look good."

Chief Electrician—telephone:

"After reading this ad we purchased some gears from them. They are now in use here and I believe we'll continue using them."

Vice President—steel fabrication:

"We are looking for better gear motors and are getting more information on those advertised here."

Maintenance Superintendent—corrugated boxes:

"I requested more information from their salesman. Yes, reading the ad caused me to do this."

Chief Methods Engineer—power motors:

"We're very interested in these variable speed drives. We are considering purchasing some."

Superintendent—construction equipment:

"I ordered these switches from the local distributor."

Plant Engineer—machinery manufacturer:

"After I read this ad, I got in touch with them about their couplings. I purchased some last week."

Plant Manager—electric fixtures:

"We sent for this catalogue and as a result we purchased some of their equipment. We like it very much."

What about conversion of inquiries to sales?

To check the pay-off value of inquiries—SALES—we follow up specific ad inquiries three months after they are sent to Mill & Factory. Mail questionnaires are sent to the readers, who requested information, to find out what happened.

Here's typical buying action that results from inquiries after the reader has received literature from the advertiser:

Advertiser of plastic valves

11.1% bought product

51.9% are likely to buy

3.6% bought competitive product

Advertiser of crane scales

8.0% bought product

41.9% are likely to buy

1.6% bought competitive product

Report after report shows that inquiries sent as a result of ads are notice of intent to buy.

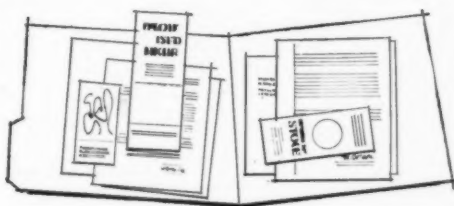
It's time to speak up

Don't let anyone tell you advertising doesn't make sales. It's time to talk turkey to management. Sure advertising helps with the corporate image and keeps customers aware of your products between sales calls, and all the rest; *but let's show them that it can MAKE sales, too.*

To help you present this effectively to management, Mill & Factory has put together a kit called "Selling Management on the Fact That Advertising SELLS." We'll be glad to send it to you.

An open invitation

We cordially invite advertisers, agencies and publishers to pool their evidence of advertising effectiveness with ours. We'll add it to the sum total contained in succeeding editions of our kit—"Selling Management on the Fact That Advertising SELLS." Our mutual goal is an educated management. Let's work together.



"Selling Management" kit available

This kit, designed to help you to explain advertising to management, contains a check list of *all* basic advertising objectives PLUS a highly convincing array of evidence that, *in addition*, good product advertising in a good business paper, actually *sells*.

Mill & Factory N&F EPA

serving the manufacturing/maintenance engineering function in the all-industry market

a Conover-Mast publication

205 East 42nd Street, New York 17, New York

Branch Offices—Chicago • Pittsburgh • Cleveland • Detroit
Los Angeles • San Francisco



TWO WAYS TO FIND A NEW MARKET

**Industrial
Equipment
News**



A telescope is great for finding ships, stars or a girl sun-bathing in a bikini. The best way to find an untapped market is to run a series of ads in Industrial Equipment News. Every month, 81,000 key engineering, purchasing and plant officials who are looking to buy, read IEN. Because IEN is a market oriented magazine, it offers you eight other advantages: (1) Helps keep up with changing markets. (2) Protects existing markets. (3) Finds new applications in present markets. (4) Finds markets for "orphan" products in your line. (5) Is an economical means to test markets. (6) Pinpoints growth markets. (7) Locates unknown buying factors. (8) Reaches markets currently most active. Our new Media Data File gives you the full IEN story. Send for your fact-filled copy today.



INDUSTRIAL EQUIPMENT NEWS
THOMAS PUBLISHING COMPANY
461 Eighth Avenue • New York 1, N.Y. • OXford 5-0500

Trade Talk



Dave Wainwright

Free Ad

Copy in recent advertisements run by The Georgia Group of newspapers unwittingly gave the Atlanta *Constitution and Journal* a big boost. It mentioned that "no one paper covers more than half of the state's population." The group's plug in its own behalf mentioned that its four papers, plus the Atlanta newspapers, would give "effective" coverage in areas containing 85 per cent of Georgia's people, with no mention of the proportion of coverage by each, however. Ignoring the duplication factor, all daily newspapers in Georgia cover approximately 87 per cent of the total households. While the Georgia Group ad raises some questions about what its papers actually contribute to covering Georgia as a whole, it leaves no doubt that the Atlanta newspapers do a great coverage job in the state.

New Era?

With the election of John K. Herbert as new president of the Magazine Publishers Association, magazine men are hoping for a better future for their business. It seems, however, that Mr. Herbert's election was their only reason for optimism. As usually happens at these association meetings, the dollars-and-cents reports on the profit picture saddened one and all. The sadness deepened when B. G. Davis, the association's treasurer, expanded on his opinion that circulation pushing was the biggest cause of their financial headaches.

Old Slogan

This fall's seminars for members of Associated Business Publications again made a big thing of their old cry of "sell top management." Business publication advertising volume, since this big decision was made a few years ago, hasn't exactly skyrocketed. Aside from the fact that the recent recession undoubtedly had some effect on the volume, it also

seems possible that either the books haven't been able to reach top management, or if they have, top management hasn't been particularly impressed by what they have been told by the publications' representatives. One other possibility that should not be overlooked is that a great many advertisers rely very heavily on the business publication recommendations of their agencies.

Hats Off!

Just about everyone who attended the ROP color awards luncheon this year was impressed with the evidence of the great strides made by newspapers in their handling of color. In addition to the hundreds of different color ads on display, one section of the exhibit featured a number of tearsheets from papers in different parts of the country which all carried the same ad. The purpose of this exhibit was to demonstrate not only the improved printing by the papers, but also the uniformity of reproduction that can now be expected when multiple city ROP color schedules are run.

New Post

While most people in the advertising business were quite favorably impressed with the new *Saturday Evening Post*, there was the usual handful who put a damper on its debut. There is little doubt that the *Post's* advance promotion on the re-vamping left too much to the imagination as to what the finished product would be. It even gave persons the impression that the editorial concept of the book would be entirely changed. No matter what some people think of the editorial and graphic changes that were made, most agree that the Curtis organization displayed a great deal of intelligence in maintaining, for the most part, the overall editorial concept that has kept it in business and growing, for more than 200 years.

SAN DIEGO UNION AND EVENING TRIBUNE

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With a total net effective buying income of more than \$2 billion last year, San Diego County ranked 13th among the nation's 200-leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	\$2,454,580,000
SAN FRANCISCO, CALIFORNIA	\$2,401,671,000
DALLAS, TEXAS	\$2,141,158,000
HAMILTON (CINCINNATI), OHIO	\$1,926,360,000
SUFFOLK (BOSTON), MASSACHUSETTS	\$1,683,018,000

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union

EVENING TRIBUNE

"THE RING OF TRUTH"  Copley Newspapers

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.
REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

REPORT to paper and pulp industry ADVERTISERS

PRIDE GOETH...

Every time we have the slightest tendency to yield to the temptation of coasting along as self-satisfied experts, someone pops up with a question that has no ready-made answer.

Which reminds us of the definition of an expert: an ordinary guy away from home. Trouble is, we can't hide behind that dodge because Paper Trade Journal is "at home" clear around the world. Mars is our only escape—and it would be just our luck to have those green areas they see in telescopes turn up as softwood forests.

So it's back to work again, digging and searching for answers in this ever-changing industry of ours.

Answers to market questions a publication like ours has to turn up are enough to daunt a dauntless soul. For example, over the past few years we have conducted 14 market research studies on equipment and supplies—on products ranging from pumps to process instrumentation.

The material in these surveys covers design, operating features, performance and the factors considered most important to buyers in our industry.

These answers come right from the horse's mouth—Paper Trade Journal's Market Research Panel—some 165 top technical and production executives in the industry. Members of the panel who participated in a recent report (on air conditioning and dehumidifying equipment) represent companies producing approximately 17% of the productive capacity of the industry. Multiply their consumption figures by six and you have a quick and fairly accurate picture of the air conditioning market in the paper and pulp industry.

All this "homework," in the form of bound reports, is available to advertisers and their agencies—free of charge—to help people like you market your products more effectively. Write us for a complete list of product groups surveyed to date.

PAPER TRADE JOURNAL
49 West 45th Street, New York 36, N. Y.

Media/quotes

BURIED IN VACILLATION

Flexibility is more easily maintained when you have several test markets operating simultaneously in which various approaches are under consideration, so that when a particular one looks better than what you are doing, you can move accordingly. It is understood, of course, that all this must be done at a reasonable cost level... however, we believe that it must be done. It is my opinion that too much advertising and marketing thought is buried in vacillation. There is too much waiting to see what the next fellow is going to do... there is too much wishful thinking. Nothing is ever clearly black or white, but decisions must be taken to move forward. This requires judgment, which, if properly supported with good management tools, will have a pretty fair chance of being successful, even though it will never be a guaranteed move. To accomplish this, we at Beecham try to keep the distance between the decision-making level and the management-tool level as short as possible, but at all times giving everyone concerned a chance to make his particular point.—WILLIAM G. OHME, v.p., mktg., Beecham Products, before ANA Workshop, New York.

15% AGENCY COMMISSION

The 15 per cent agency commission system is an anachronism today. In the beginning when a handful of magazines were about the only national media around, the system made some sense. In those days there was some reason for agencies to get a broker's fee—which is what the 15 per cent actually is—and not a commission for exclusive representation as the word "commission" is generally known in business today. I know a lot of fine agencies we would like to have represent us on an exclusive basis with their clients, but that isn't the way it works.

Agencies still develop business for magazines, but today they also develop business for radio, TV, newspapers, billboards, football programs, and the bingo game cards of the

client's church. If agencies and media's representatives, why so many media salesmen around? Are media any different from an engraver who doesn't pay an agency commission? —JERRY JONTRY, v.p. and adv. dir. Esquire, before Women's Advertising Club of St. Louis.

PLANNING ADVERTISING

Advertising must enter the new product planning process at the very first stage.

The later the advertising man and his group are brought into new product planning, the less effective he can be. Too many barn doors have been slammed shut. He finds himself presented with a *fait accompli* by the inventor, or by some other member of the management group. He is then asked, as a *craftsman*, not as a *management man*, to develop a plan to make the product successful. He is working under duress from the start.—WALLACE T. DREW, v.p., mktg. dir. Coty, Inc., before ANA Workshop, New York.

DISCOVERY

"Discovery" proposed each day be "dedicated to young curiosity—America's 20 million bright, inquisitive, imaginative pre-adolescents who think it might be fun to take a trip to the moon; whose greatest immediate concern might be the selection of a puppy; who know more about the planets than their parents; who collect baseball cards, postage stamps, salamanders."

When ABC offered the program to its affiliates, however, it was off to a very late start. Of the 110 markets ordered by the sponsors, stations in 67 of these were able to clear the show, but 43 could not. The program was actually offered in a total of 124 markets, and in these, 76 stations said that they would carry the show. Some local stations had already made commitments elsewhere. Some had local children's shows of their own.

Yet, the 76 stations which said they would carry "Discovery" would have made the program available in 65.

(Continued on page 32)

The Chicago Tribune reaches *Your kind** of people

If you're selling watches, you consider only two kinds of people in a market. Those who buy. And those who don't, can't or won't.

Reaching more of the right kind—buyers—is easy in Chicago. Most of them read the Tribune.

In city and suburban households, 73% of all watch buyers read the Sunday Tribune; 56% read the Daily Tribune.

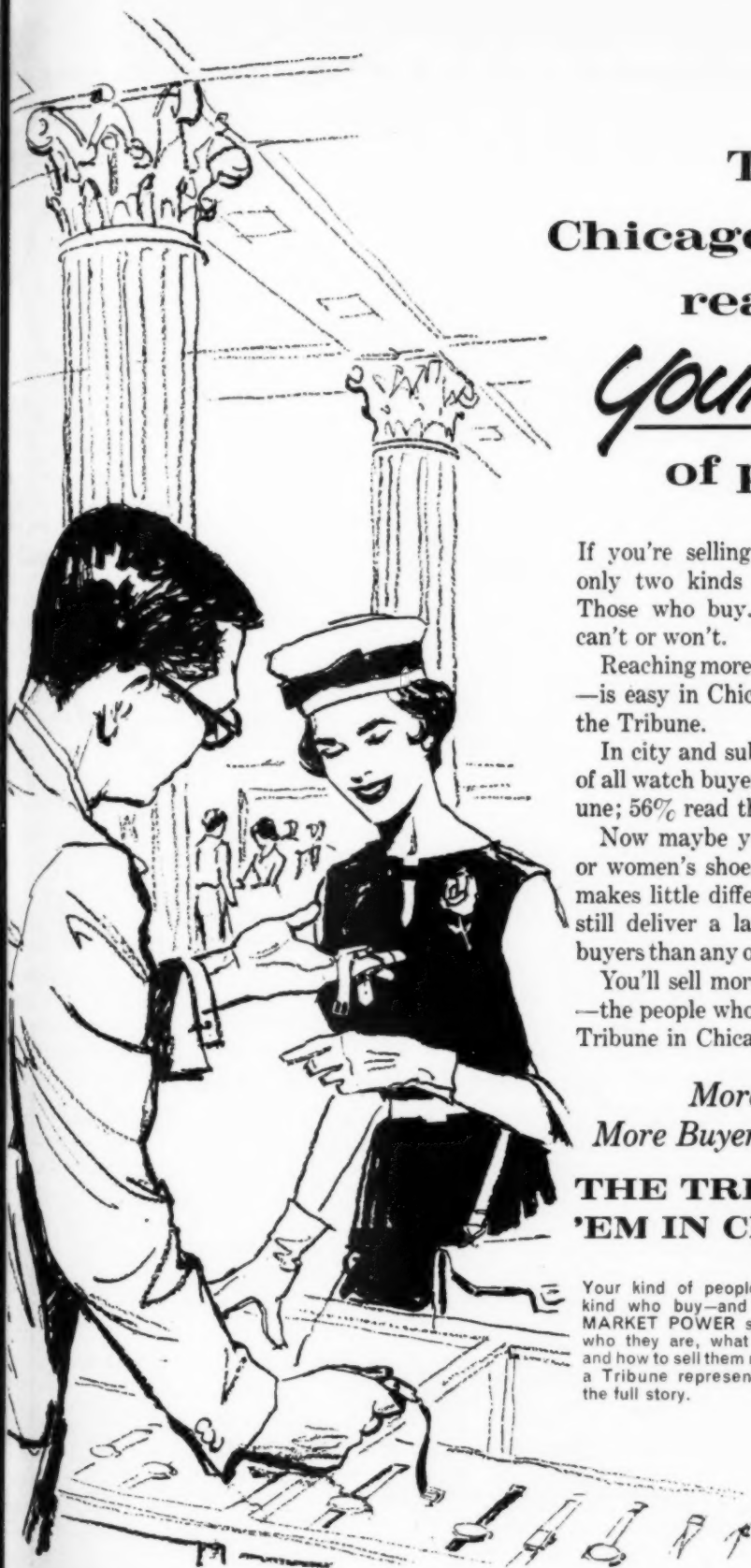
Now maybe you sell washers, wieners or women's shoes instead of watches. It makes little difference. The Tribune will still deliver a larger audience of actual buyers than any other Chicago newspaper.

You'll sell more to your kind of people—the people who buy—when you use the Tribune in Chicago.

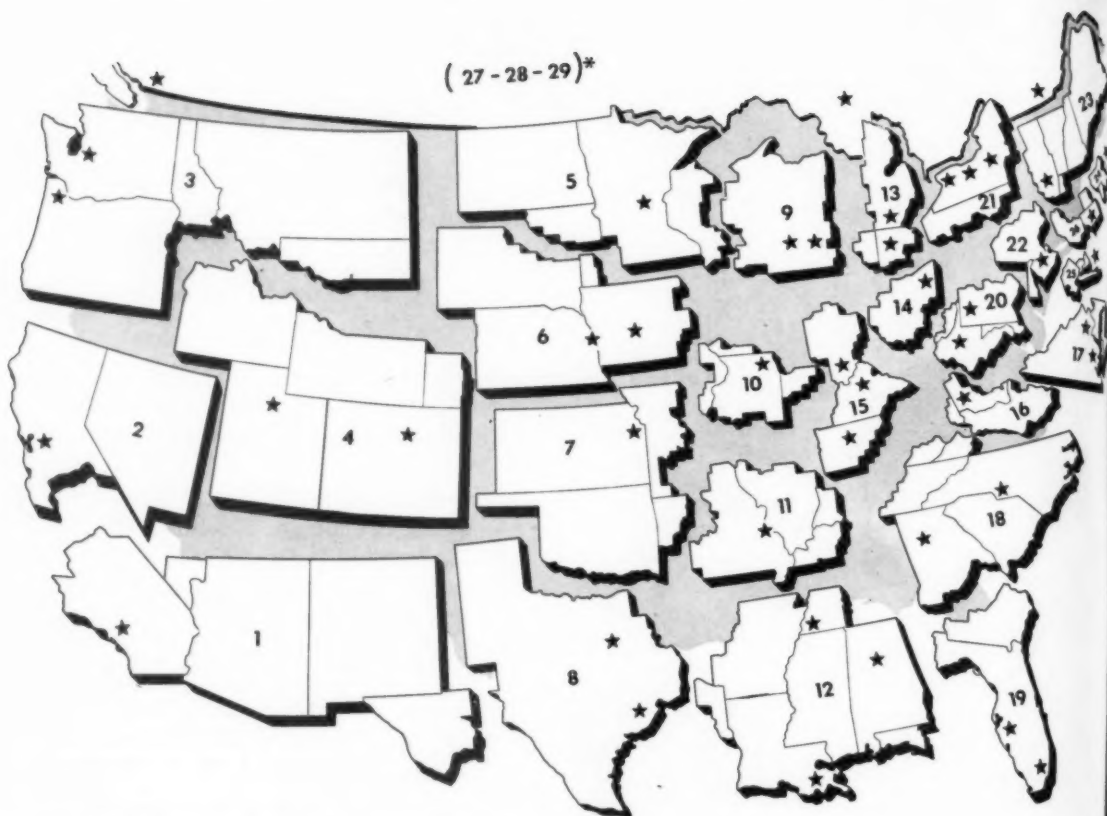
*More Readers...
More Buyers...More Results*

**THE TRIBUNE GETS
'EM IN CHICAGO!**

Your kind of people are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.



ANNOUNCING LIFE'S 29



★ Stars indicate major metropolitan centers of each marketing area.

LIFE's 29 MARKETING AREAS

AREA NO.	MARKET AREA	AVERAGE CIRCULATION
1.	Los Angeles	606,000
2.	San Francisco	288,000
3.	Seattle-Portland	226,000
4.	Denver-Salt Lake City	129,000
5.	Minneapolis-St. Paul	159,000
6.	Omaha-Des Moines	118,000
7.	Kansas City	189,000
8.	Dallas-Houston	260,000
9.	Milwaukee-Grand Rapids	208,000
10.	Chicago	395,000
11.	St. Louis	164,000
12.	New Orleans-Birmingham-Memphis	181,000
13.	Detroit-Toledo	300,000
14.	Cleveland	242,000
15.	Indianapolis-Louisville-Nashville	158,000
16.	Cincinnati	128,000
17.	Washington, D.C.-Baltimore	296,000

Minimum purchase: full page (B & W, 2 color or full color) in any three U.S. areas. Closing: 46 days for all units.

AREA NO.	MARKET AREA	AVERAGE CIRCULATION
18.	Atlanta-Charlotte	236,000
19.	Miami-Tampa	190,000
20.	Pittsburgh-Wheeling	165,000
21.	Buffalo-Rochester-Syracuse	206,000
22.	Philadelphia	354,000
23.	Albany-Northern New England	135,000
24.	Boston-Providence	270,000
25.	New York	875,000
26.	Hartford-New Haven-Springfield	163,000
TOTAL U.S.A.		6,641,000
CANADA*		
27.	West of Ontario	100,000
28.	Ontario	152,000
29.	East of Ontario	107,000
TOTAL CANADA		359,000
TOTAL CIRCULATION		7,000,000

* Note: Markets 27, 28 and 29 may only be purchased as a unit and only by advertisers using LIFE's entire circulation.

LIFE no
new me
marketin
Under
the new
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Thus the
nationa
vertisers
emphasi

LIFE's n
zine cove
accordin
distribut
Each o
metropol
readershi
cause the

's 29-MARKET PROGRAM

STARTING JANUARY 5, 1962,
LIFE OFFERS 29 MARKET AREAS
corresponding closely to
Nielsen Test Markets,
Major Advertisers' Sales Areas,
Chain Store Distribution Territories

LIFE now offers advertisers and their agencies a new media plan of high flexibility to meet the marketing challenge of the Sixties.

Under LIFE's 29-Market Program, in each of the new marketing areas, LIFE's editorial content will be identical with that of the national edition. Thus the powerful impact of America's leading national weekly now is available to those advertisers who require selective regional marketing emphasis.

METROPOLITAN MARKET CONCENTRATION

LIFE's new program lets you buy regional magazine coverage by the markets you need—not merely according to state lines or publishers' printing and distribution arrangements.

Each of the new areas includes at least one major metropolitan-and-suburban market where LIFE's readership is most heavily concentrated. And because these areas are patterned after the Nielsen

Test Markets, advertisers can measure sales results with new accuracy.

HELPS SOLVE THESE MARKETING PROBLEMS

- Putting extra pressure in a market where sales are weak.
- Testing a new product—or copy approach.
- Promoting a seasonal product in exactly the regions where demand is greatest.
- Providing extra backing in an area where sales are *strong*.
- Advertising *regional* brands.
- Launching special promotions to meet local competition.
- Planning market-by-market expansion of a new brand.

LIFE's 29-Market Program is the next logical step in the kind of recognition of advertisers' needs that developed LIFE's fast-close and single-city test facilities. For full details, call your LIFE salesman.

LIFE

INFLUENCE ATTRACT SELL

*1961 Starch Report

1,300,000 ELKS . . . a select \$16 billion market!*

Elks are the community's civic and business leaders . . . among the nation's top earners with a high \$8,709 median income.* They're influential, affluent, men of action—united in the fraternal bonds of philanthropy and fellowship.

THE ELKS MAGAZINE is their personal publication—informs, entertains, moves them—with an editorial package tied to these unique interests. It is the *only* publication specifically designed to attract—influence—sell this select male market . . . without waste or marginal fringe circulation. If you're hunting for business—place your shots where they count. Get tough with your advertising investment by aiming sales messages at the dynamic Elks market. Use THE ELKS MAGAZINE . . . the one medium that communicates with Elks!

Send for "The Elks Market — '61" today
and get the full story.

why isn't your story in . . .



Hospitality In Deed !



Creatively, it's the basic management technique which animates the greater hotel market . . . fine hotels, motor hotels, resort hotels and clubs, and now even "boatels" . . . makes them aggressively luxurious and convenient. And with what?

With the products that, most influentially of all, are advertised in HOTEL WORLD-REVIEW & MANAGEMENT. First publication in this greater hotel market, majoring in news. Weekly, with 48 issues yearly. Number One in advertising lineage (1288 pages, 1960). Total Circulation of 14,500 . . . hotels, resorts, and now over 3,700 motor hotels. Reader-rated on merit and affection with a terrific subscription renewal percentage of 78.9%. Yours for really hospitable exposure where hospitality IS the market.

Hotel World-Review and MANAGEMENT

The hotel-motor hotel industry's national news weekly

An Ahrens
Publication

230 Park Ave., New York 17, N. Y.
8721 Beverly Blvd., Los Angeles 48, Calif.
505 Eight-O-Five Peachtree Bldg., Atlanta 8, Ga.

201 N. Wells St., Chicago 6, Ill.
111 Sutter St., San Francisco 4, Calif.

(Continued from page 28)

per cent of the television homes in America, and the 67 stations which cleared it as part of the sponsorship order accounted for 64.9 per cent of all U. S. television homes, reaching a potential audience of more than 10 million children.

This was not enough. Some of the advertisers felt that there would not be sufficient viewers to make their advertising worthwhile, and dropped out.

The result was that the show was cancelled — and it will not be seen by one child in the country.—NEWTON W. MINOW, chmn., FCC, before RTES, N. Y.

SNIDE COMMENTS

I have no complaint regarding sincere and objective criticism, but it is almost impossible to find a favorable review of advertising in the public prints. Certainly, there must be something good we do.

I am alarmed because pseudo-critics are sowing seeds of distrust, particularly against TV commercials and billboards, that redounds to the detriment of all advertising. Snide comments diminish the power of advertising, and consequently make it less appealing to potential advertisers. I suggest that magazines and newspapers figure out where their real long-range interests lie.—THOMAS R. ADAMS, pres., Campbell-Ewald, Detroit, before Time sales meeting, Bermuda.

PUBLIC INTEREST IN TV

Throughout the whole broad pattern of TV programming the public interest is being ignored. This means that by-and-large, entertainment values are substituted for educational and cultural values. It means that if you watch enough TV you have less time, and will eventually have less appetite for more refined cultural pursuits.—PAUL C. HARPER, Jr., Needham, Louis and Brorby, Inc., before The Advertising Club of Metropolitan Washington, Inc.



See Tell-All in Aug. or Sept. 1960



PHOTO BY CORY

Concentrated **COVERAGE** where it counts...

Avoid a chilly reception for your product in the decisive markets of New York, Chicago and Philadelphia by using the pre-selling power of **FIRST 3 MARKETS'** concentrated **COVERAGE** where it counts most.

By thus concentrating a realistic part of your advertising effort on these 3 outstanding urban sales centers your ads will receive the powerful added stimulus of the finest Rotogravure or Colorgravure repro-

duction in the **FIRST** Sections of the **FIRST** Newspapers of the **FIRST 3** cities assuring maximum package and product **EYE**-identification.

In New York, Chicago and Philadelphia — which account for 19% of Total U.S. Effective Buying Income — *there is no substitute* for **FIRST 3's** dominant 54% **COVERAGE** of all families — a large portion of whom read no other Sunday newspaper.

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 10, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 1-7940 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, DObairk 5-3057

Madison, November 1961



Want to sell New York advertising executives?

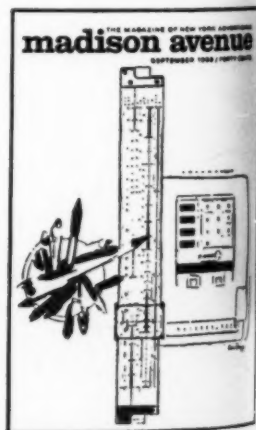
The busy New York ad men who influence media decisions are often difficult to reach with your salesmen. The next best thing to a personal sales call is a campaign in *Madison Avenue* . . . the magazine that covers every key agency and client advertising executive in advertising's biggest market.

New York ad men read *Madison Avenue* with interest and respect because it is edited to focus solely on *their* interests and attitudes, problems and accomplishments. Your advertising will be read, too, because *Madison Avenue's* bright new format invites cover-to-cover readership. And the cost is low!

THE MAGAZINE OF NEW YORK ADVERTISING

madison avenue

575 MADISON AVENUE, N. Y. 22 • PLAZA 1-3446



Media/scope, November 1960

New Inc.
plant in L.
the WDBJ

New Of
Industries
of wooden
business e

Media/scope, N



New WDBJ-TV Studios, among the largest and most modern in the entire South. Finest technical equipment — 316,000 watts e. r. p. — CBS affiliate.

WDBJ-TV BRINGS YOU THE NEWS ABOUT CRESCIVE WESTERN VIRGINIA!



New Industries, like this Babcock and Wilcox plant in Lynchburg, are creating new prosperity in the WDBJ-TV coverage area.



New Office Building of Bassett Furniture Industries at Bassett, Va. — largest manufacturers of wooden furniture in the world — is typical of the business expansion taking place in the area.

The growing, expanding Western Virginia market keeps making news with its added industrial expansion and increased business activity. Number one station in this area, WDBJ-TV, Roanoke, now can reach over 400,000 TV homes of Virginia, N. Carolina and W. Virginia — in counties with a population of nearly 2,000,000. As an integral part of your regular schedule or as an ideal test market, you're right to use Roanoke and WDBJ-TV.

Ask Your PGW Colonel For Current Availabilities

WDBJ-TV



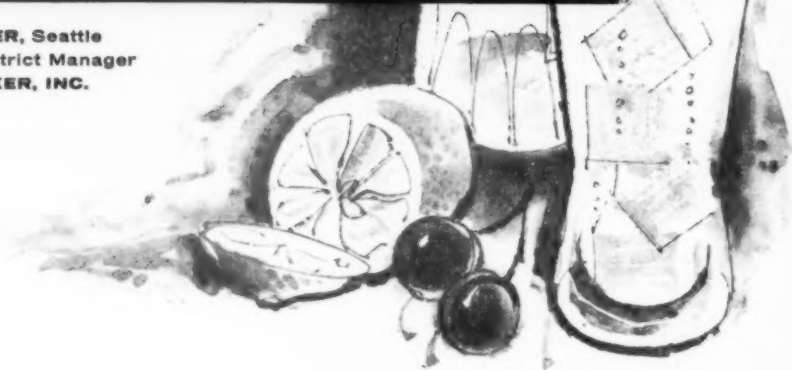
Ch. 7



ROANOKE, VIRGINIA



RAY A. MOYER, Seattle
Northwest District Manager
HIRAM WALKER, INC.



“Washington State’s 2nd market cannot be sold by outside newspapers”

Mr. Moyer says: “Tacoma is Washington State’s 2nd market for sales of Hiram Walker products, just as it’s the 2nd market in the state for population and retail sales. We’ve found out through years of experience that this important area . . . the Tacoma market . . . cannot be sold by any outside newspaper or combination of outside newspapers. The Tacoma News Tribune provides the localized coverage we need to increase our sales in the Tacoma market.”



Think Twice About Tacoma

The Tacoma Market, Washington State’s 2nd Market, is intensely covered by the State’s 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper can claim merchandisable coverage in this area. Circulation of the News Tribune is now more than 86,000.

TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco



Media/forum

QUESTION:

Has the status of the media buyer improved over the past ten years?

WEYMOUTH SYMMES, media director, Gardner Advertising Co., N. Y.—The media buyer's status has improved in direct proportion to his increasing importance within the agency. Not many years ago he functioned in the most limited sense of the word. Today the tendency is to place increased responsibility on him for comprehensive understanding of all



media. With acquisition of new tools, he has become a far more valuable member of the advertising team. Among these tools are newspaper surveys, such as the New York News "Profile of the Millions," comprehensive magazine readership studies, and penetration studies and audience breakdown analyses unknown when television was an infant. Today's media buyer is trained as a statistician and analyst, and is often a member of his agency's plans board.

ALICIA FROST, media director, de Carmo, Inc., N. Y.—Yes, for several reasons. First, and most important, with the rise in rates for all media, the client is paying much closer attention to his budget and is determined to get the greatest value for his money. Anyone who can help him do this is necessarily important to him. Also, with the steady increase



in number of publications and the growth of television, the media buyer's job has become more complex and specialized. At the same time, clients are more sophisticated about media matters. All of these factors have contributed to giving the media buyer more status.

MURRAY BRAUMAN, media supervisor, D'Arcy Advertising Co., N. Y.—Yes. In agencies where buyers themselves show initiative and ability, and have been articulate enough to let management know about it. But it takes some doing. A buyer may get a good idea. But he is often so swamped with details that he has no time for the digging needed to prove his idea sound. He has to make time, and then have the determination to press the idea on account management, and finally, preferably in person, on the client. But once a client accepts one idea, account personnel will rely increasingly on that buyer for future media ideas, and he will have both respect and freer rein to pursue future ideas.



ALAN SILVERMAN, time buyer, Norman, Craig & Kummel, Inc., N. Y.—The status of media buyers has had to rise as media have become more numerous, more competitive, more complex, and more expensive. Media costs have reached a point where waste coverage is intolerable. Only the trained expert can minimize it. To do so, he must use research,—a complex and technical area requiring specialized knowledge even to understand, much less interpret and use in efficient media selection. Research is but one area requiring professional attention. It's a full-time job keeping up with new media and new developments among existing media. Appreciation of this by advertisers has meant greater recognition for the experienced media professional. ■



USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—1,223,228

Playboy's December issue topped the million mark in copies sold on the nation's newsstands . . . the first time any 50c-or-over magazine has done so. Average monthly sale for six-month period ending 6/30/61—1,223,228. Playboy has more than 250,000 regular subscribers. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

28.8 is the median age of Playboy's male readers. 67.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,628.

MARITAL STATUS

26.5% of the heads of Playboy households have been married within the past five years, second highest percentage of newlyweds reported for any magazine.

URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, third only to The New Yorker and Ebony among all national magazines. (ABC 12/31/60.)

APPAREL

34.3% of the households where Playboy is read spent more than \$300 for wearing apparel during past 12 months.

PHOTOGRAPHY

84.3% of all Playboy households own a still camera. 24.4% own a movie camera. 16.2% own a movie projector, and 21.6% own a slide projector.

TRAVEL

24.9% of Playboy households spent over \$200 on business travel during past 12 months. 58.5% spent over \$200 on vacation travel.

AUTOMOBILES

54.6 automobiles were purchased by every 100 Playboy households during the past 12 months. This is the highest figure reported by Starch for any magazine. 4.2% of Playboy households own three or more automobiles, highest figure reported by Starch for any men's magazine.

TOBACCO

69.9% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

87.0% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 80.2% of all Playboy households drink or serve beer, 56.9%—wine, and 77.1%—whiskey . . . all three highest of any men's magazine.

INSURANCE

26.7% of Playboy households purchased (more) life insurance during the past 12 months, second highest percentage reported by Starch and a characteristic of the responsible stability of the Playboy reader.

APPLIANCES

74.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months, highest rating of all Starch-surveyed magazines. 53 of every 100 of these units were acquired for the first time . . . second highest rating reported by Starch. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

25.2% of Playboy households acquired a new radio and 13.7% acquired a new phonograph within the past 12 months. 17.1% acquired a new TV set, second highest of any magazine in the Starch report.

RESPONSIVENESS

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/6 page ads in Playboy have produced 10,209 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

720 Fifth Avenue/New York/C1 5-2620
232 E. Ohio/Chicago/MI 2-1000



78.7% of total medical products lineage in Indianapolis newspapers appears in *The Star* and *The News*



They're in...in Indiana with The STAR and The NEWS

Morning & Sunday

Evening



Your products can move into the 690,700 homes of Central Indiana, too—with frequent doses of advertising in *The Star* and *The News*.

To build solid distribution and sales in this \$4.3 billion, 45 county market, use the saturation coverage (53.1% of ALL families) that only this powerful selling team can provide.

Here's the best way to create brand preference for your products, at low dollar cost!

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company, National Representatives

GREATEST "NEW WORLD" SINCE COLUMBUS!



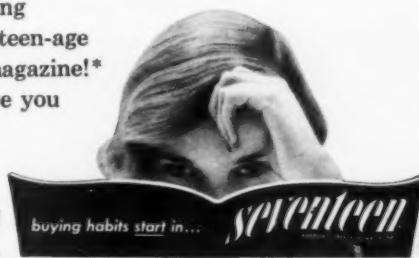
seventeen

The SEVENTEEN World is a world of teen interests...of clothes, careers, cooking, education, fiction and beaus. Here, teen-age girls find the understanding and friendly guidance they crave. And they respond with deep devotion and complete confidence. In this ideal climate, advertising messages produce amazing *buying action*. America's 10¼ million teen-age girls buy far more merchandise from SEVENTEEN than any other magazine!* That's why more and more advertisers are using SEVENTEEN. Have you discovered the Wonderful New World of SEVENTEEN?

*Gilbert Youth Research

it's easier to **START** a habit than to **STOP** one!

SEVENTEEN MAGAZINE, 320 Park Avenue, New York 22 • PLaza 9-8100





BEST BUY for selling your products to industry

► Finding new markets and new customers...uncovering new buying influences...these are the important selling jobs New Equipment Digest does best—and most economically.

That's why more companies today place more product advertising in N.E.D. than in any other business publication. Quality sales leads produced by N.E.D. enable them to direct personal selling effort to the

best markets and prospects for new business.

At the same time, advertising in N.E.D. maintains broad, industry-wide contact with present customers and prospects. No other industrial publication reaches so many key men with buying influence in as many plants in all major industries as N.E.D. for as little as 1/4 cent per copy.

1st

BROADEST MARKET COVERAGE
... now more than 88,000 copies (Total Distribution) in over 46,700 industrial plants in all SIC groups.

1st

MOST PRODUCT ADVERTISING...
N.E.D. leads all other product news publications in volume of advertising.

1st

MOST NEW PRODUCT NEWS...
more complete new product descriptions first than in any other single industrial publication. Only verified new products of established companies are announced.

1st

EASIEST-TO-READ EDITORIAL FORMAT... simple, time-saving format based on extensive Editorial Study of N.E.D. readers. Now widely imitated.

1st

MORE ADVERTISING RESULTS... annual volume of sales leads has increased an amazing 153% in last 5 years... and is still going up! No seasonal slump in N.E.D. reader response.

1st

MOST EFFICIENT SALES-LEAD SERVICE... tailored for fast, easy reader-advertiser communication and carefully screened for profitable sales follow-up.

A **PENTON** Publication • Penton Building • Cleveland 13, Ohio
F. O. Rice, Publisher

**NEW
EQUIPMENT
DIGEST**

NDP

BPA

**ADVERTISING
FORMULA FOR
MORE SALES**

LOW-COST BLANKET COVERAGE OF ALL WORTHWHILE MARKETS

Total distribution as of June, 1961

SIC Group	Industries	N.E.D. Copies	Total Plants Reached	Plant Total
33	Primary Metal Industries	6,665	3,236	2,235
34	Fabricated Metal Products	10,804	7,730	3,905
35	Machinery (except Electrical)	14,394	8,367	4,707
36	Electrical Machinery	9,863	4,216	2,462
37	Transportation Equipment	5,465	2,290	1,342
38	Professional Scient. Instru., etc.	2,466	1,122	600
39	Ordinance	259	69	38
Metalworking Total		49,916	27,038	15,310
20	Food & Kindred Products	3,260	2,237	2,100
21	Tobacco Manufacturers	148	74	75
22	Textile Mill Products	2,731	1,865	1,726
23	Apparel	660	543	400
24	Lumber & Wood Products (except Furniture)	1,489	1,169	700
25	Furniture and Fixtures	1,744	1,337	800
26	Paper & Allied Products	2,724	1,486	1,250
27	Printing & Publishing	667	454	300
28	Chemicals & Allied Products	5,369	2,814	2,200
29	Petroleum Refining and Related Industries	1,053	534	400
30	Rubber & Misc. Plastics	1,917	1,060	630
31	Leather Products	818	617	400
32	Stone, Clay & Glass Products	3,237	1,930	1,470
39	Misc. Mfg. Industries	1,908	1,370	742
Non-Metalworking Mfg. Total		27,725	17,492	13,000
Manufacturing Total		77,641	44,530	28,310
40-48	Transportation & Communications	828	476	470
10-14	Mining	996	721	570
49	Utilities & Sanitary Services	1,197	714	700
15-17	Contract Construction	158	108	90
50	Wholesale Trade	42	32	20
91-94	Government	241	200	100
Total Controlled Distribution		81,103	46,781	31,000
Advertisers, Agencies & Prospects		6,997		
Grand Total		88,100	46,781	31,000

KEY BUYING INFLUENCES WITH NAMES AND TITLES VERIFIED

FUNCTIONS OF READERS			TOTAL PRIMARY AND SECONDARY
PRIMARY	JOB FUNCTION	SECONDARY	
16,707	PRODUCTION	30,694	47,401
23,358	PLANT OPERATION AND MAINTENANCE	29,344	52,702
26,602	ENGINEERING AND DESIGN	25,377	51,979
14,436	PURCHASING	35,528	49,964
81,103	TOTALS	120,843	201,946

"Advertising Formula for MORE SALES"

Shows product advertising techniques that make new sales... how successful advertisers locate hidden buying influences, discover new and different product applications, measure market potential, sell important new customers. Contains latest data on N.E.D. market coverage and proof of N.E.D.'s effectiveness in helping advertisers to make new sales in all industrial markets. Send for this useful data file.

NOW OVER 88,000 COPIES (Total Distribution) IN OVER 46,700 PLANTS

financing:

ANNUAL MEDIA AWARDS

ANNUAL MEDIA AWARDS are established by MEDIA/SCOPE for accomplishments in the calendar year 1961.

PURPOSE of these Awards is to encourage creative thinking toward the more efficient selection and use of advertising media.

NATURE OF AWARDS: There will be three classes of awards:

Class 1. Public Statements. To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document.

Class 2. Media Research. To an individual or organization for a significant contribution to media research which has served to improve the delineation of media or their markets.

Class 3. Media Technique. To an individual or organization for a significant innovation in the use of media, in the sense of an imaginative or novel technique or device that may be a part of a media plan but is not necessarily the complete plan.

NATURE OF ENTRIES: Entries should be documents, research, or techniques that were produced in the calendar year 1961. They may relate to any advertising media.

THE AWARDS: There will be five awards in each class. For the principal award in each class there will be a Bronze Plaque. For the secondary awards there will be Certificates of Merit.

PRESENTATION: Presentation of Awards will be made at an annual luncheon in April.

JUDGING OF ENTRIES: Winners of awards will be chosen by panels of judges chosen from the advertising business.

ENTRY REQUIREMENTS:

1. Entries may be submitted by an interested person or organization, in his own behalf or in that of another. An applicant may submit as many entries as he desires, provided a separate entry form is used for each. The entry blank printed on the reverse of this page should be employed or a facsimile thereof.
2. *Date.* All entries must be submitted by February 1, 1962.
3. *Place.* Entries should be submitted to: Executive Secretary; Annual Media Awards; c/o Media/scope Magazine, 420 Lexington Avenue, New York 17, N. Y.

sponsored by





ANNUAL MEDIA AWARDS

Official Entry Blank

TO:

Executive Secretary
Annual Media Awards
c/o MEDIA/SCOPE Magazine
420 Lexington Avenue
New York 17, N. Y.

Date _____

1. This entry is submitted for consideration for an Annual Media Award in *Class No.* _____

2. The nominee is

(NAME OF INDIVIDUAL OR ORGANIZATION)

(IF AN INDIVIDUAL, HIS COMPANY AFFILIATION)

(CITY AND STATE)

(NATURE OF BUSINESS)

3. The *accomplishment* for which the nominee deserves an award is as follows:

4. *Supporting* data that will help the Judges determine whether or not this accomplishment deserves an award is attached. (Attach as much supporting information as possible, including copies of addresses or articles; published media research reports; evidence of originality in media techniques as shown by advertisements, schedules, press clippings, or other documents.)

5. My name is:

(NAME)

(COMPANY)

(ADDRESS)

the price on wo
when you adve
news combinati
lar. With the
for a dollar. Dif
every single
You could go
newspaper. But
issues nearly tw
That's why it
el Chicago. An



10 more women for every dollar

ANOTHER PLUS FOR YOU IN CHICAGO'S

the price on women readers varies in Chicago. When you advertise in the Sun-Times / Daily News combination, you get 527 women for a dollar. With the second-best combination, 517 for a dollar. Difference: 10 purse-toting people for every single buck!

You could go after Chicago's women with one newspaper. But even the *biggest* daily in town reaches nearly two-thirds of the women.

That's why it now takes two newspapers to sell Chicago. And—you check—in every major

buying category, the Top Two for the money are the Sun-Times and the Daily News. Our man has the facts (Compiled in consultation with A.R.F.) Have a look.

CHICAGO: 401 N. Wabash Ave., Whitehall 3-3000

NEW YORK: Time and Life Bldg., Room 1708, Circle 6-1919

DETROIT: Buhl Bldg., Room 1026, Woodward 3-0930

MIAMI BEACH: Hal Winter Co.

ATLANTA

LOS ANGELES

SAN FRANCISCO

Sawyer-Ferguson-Walker Co.

TOP TWO

FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS



For Over 75 Years—

an acknowledged national and international authority on guns, shooting and hunting. Over 450,000 circulation, including 14,000 foreign.

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

WTRF-TV STORY BOARD



"Sette vende!" Rembrandt.

FOR SALE: Original oil painting by Rembrandt. Never sold, copied or hung. Sealed bids now being accepted for this collector's canvas. A. M. of Rome said: "Fantastic!" P. M. of Paris said: "Magnifique!" Write Joe

wtrf-tv Wheeling

PRISONER TO FELLOW INMATE: "I was making big money—about a quarter of an inch too big!"

Wheeling wtrf-tv

JUDGE: "You say you want a divorce on the grounds that your husband is careless about his appearance?" CLAIMANT: "Yes, he hasn't showed up in two years!"

wtrf-tv Wheeling

SIGN at Three Gaynors Bottleneck Bar: "Avoid the rush . . . get your Christmas drinking done early!"

Wheeling wtrf-tv

CHAMPAGNE? Sylvia Dieges of Glass Containers Institute says they have a campaign underway to call the cocktail party a "glass reunion." Make mine champagne, the wrath of grapes, and I'll get the "glass" spirit.

wtrf-tv Wheeling

ENGLISH SOLDIERS and a Texas G. I. were playing poker when the Texan drew four aces. The Englishman on his right opened, "One pound." "Ah don't know how you all count your money, but Ah'll raise you a ton," said the Texan.

Wheeling wtrf-tv

SEVEN SELLS! . . . and that means the big, buying TV audience in the Wheeling-Steubenville Industrial Ohio Valley gets your message from WTRF-TV Wheeling. Let Seven Sell your next advertising campaign . . . just ask our rep, George P. Hollingbery, for the specifics. Merchandising? You bet!

CHANNEL SEVEN **WB** WHEELING, WEST VIRGINIA

Men of the Month in Media

New ANA Chairman

For John Veckly, this month marks the completion of a six-years' transformation from seller of media to buyer *par excellence*. The one-time space salesman for the *Saturday Evening Post* has just been elected chairman of the Association of National Advertisers.

A soft-spoken Pennsylvanian of rugged good looks, he operates quiet-



ANA's John Veckly: A busy year with old problems and new projects.

ly and without apparent tension. Nevertheless, he guides the advertising operations of one of the world's largest corporations — United States Steel.

A native of Pittsburgh, Mr. Veckly began his advertising career in Cleveland in 1926. He spent 15 years in retail advertising and merchandising before joining the Curtis Publishing Company in 1941 in the advertising service division. In 1943, he became a space salesman for the *Post*. Two years later, Mr. Veckly was appointed advertising and promotion manager of *Holiday*, then being readied for its first issue. From 1949 to 1955, he was advertising and promotion manager of the *Saturday Evening Post*.

Then came the big jump to Pittsburgh and U. S. Steel, which Mr. Veckly joined as assistant advertising director. He was promoted to director of advertising in 1957.

Over the years, Mr. Veckly has been very active in ANA affairs. In 1958, he became chairman of the association's business paper committee. Not surprising in view of the fact that U. S. Steel is one of the nation's

largest business paper advertisers, spent close to \$3 million in the medium during 1960.

Mr. Veckly assumes the ANA chairmanship in what promises to be an active year for the association. Several long-term projects will finally bear fruit. In the field of business publications, ANA's ambitious tabulation of circulation and rate trends for more than 900 business papers, covering the years 1946 to 1961, will finally appear, after two years of gestation. This will be comparable in scope and treatment to the association's annual circulation and rate trends digests for magazines, newspapers, supplements, and (most recently) outdoor.

In addition, several important projects will be carried forward. Among them is the drive to reorganize the Traffic Audit Bureau along the lines of the Audit Bureau of Circulations, with individual memberships among advertisers, agencies, and outdoor plant operators, rather than association memberships. ANA's business paper committee will also be working with the Industrial Advertising Research Institute to develop an appraisal system for business paper research comparable to the ARF research criteria in consumer media.

MPA's New Salesman

Considering the mediocre sales year so far, what the magazine industry seems to want at the helm of its association is a super-salesman. The industry is getting someone very like that in the person of John K. Herbert, a man who's been selling one thing or another with considerable success for something like 40 of his 58 years, and who now takes on a new assignment as president of the Magazine Publishers Association.

Mr. Herbert, who thinks of himself primarily as a salesman, and is proud of it, got a fast start back in Winthrop (Mass.), as business manager of his high school newspaper. After a brief exposure to college (Holy Cross), he put the academic life behind him once and for all, and took a job with the

(Continued on page 40)



MARTIAL PLAN

"Blast" Jones, an up-and-coming young man, was the first What-naut orbited close enough to Mars to see the cities and canals of that planet.* Returning to earth with this sketch, Blast determined that next Mars trip, he would land at southernmost city "A" and make a tour of the canals to all the cities, visiting each one only once and ending up back at "A".

Blast claimed he found such a route which would also spell out an informative sentence.

If you can find such a sentence, send in the memorable words and win an exciting new prize. We're offering several, so be sure and tell us what you've already won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd," Vol. I., reprinted by permission of Dover Publications, Inc., New York 14, N. Y.

* Worlds apart from their neighbors on earth are WMAL-TV's late-night feature films. They delivered homes at a lower cost per thousand than all their competition during the 1960-61 season. Now, more first-run films have been added. (ARB, Oct. '60-Apr. '61)

wmal-tv

Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Associated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Cosmography Brought Down to Earth

WE LIVE, we have it on reliable authority¹, on one planet of one star of some two billion in our (that's the editorial our) galaxy. These stars are billions of miles from each other. There are some billion similar galaxies which are quadrillions of miles apart. Between is space, probably empty.

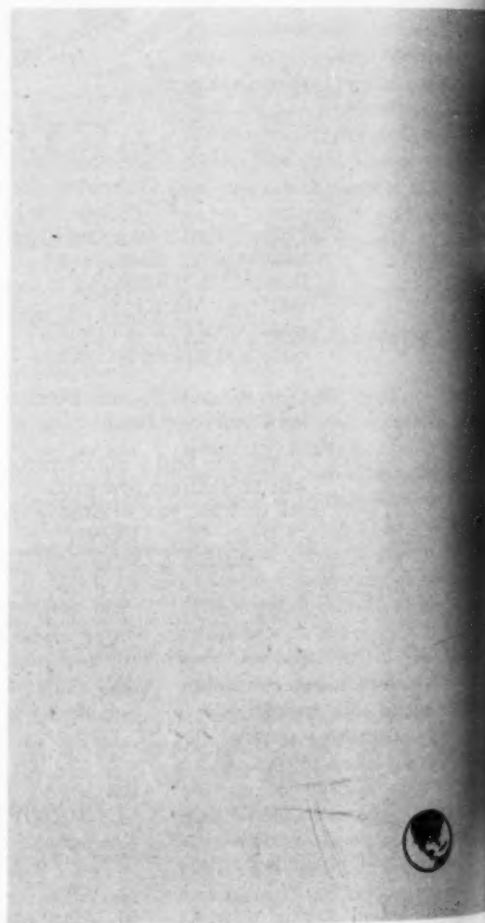
Our earth is about 1/2,000,000,000,000,000,000 of the works.

That seems to be a suitably self-effacing framework for our next observation.

Only one station in television markets of three stations or more, U.S.A., Planet Earth, Our Star, Our Galaxy, surveyed by an equally reliable authority², had more than 50% of BOTH total homes and metro share. That station was WMT-TV, Cedar Rapids-Waterloo, CBS Television for Eastern Iowa, represented by The Katz Agency, Inc., affiliated with WMT Radio, K-WMT, Fort Dodge; WEBC, Duluth. How do you express that as a fraction of 1/2,000,000,000,000,000,000?

¹Hubble Atlas of Galaxies.

²ARB, June '61.





BOX OFFICE

Top show, in the country. Year in and year out. Remarkable share-of-market. In a class by itself. Wonderful audience of 3 million families. Well heeled. Interested. Responsive. Shared only by FARM JOURNAL advertisers. Write your own ticket. Nationally. Regionally. Or even by states.

“Transportation is far too critical in survival planning to be subordinated to other phases.”

—E. F. Hamm, Jr., publisher of *Traffic World*, in a letter to Charles Brewton, assistant director, Resources and Planning, Office of Emergency Planning, as quoted in *Traffic World*.

In October, one of *Traffic World's* eight Washington editors was shocked—and said so—when he discovered that the recently-established Office of Emergency Planning made no reference whatsoever to transportation in its preliminary organization chart, although it did accord to telecommunications the status of a separate major activity. The editor's visit to OEP offices was followed by a detailed story in the October 7 issue of *Traffic World* and a letter from the publisher to Mr. Brewton of the OEP, subsequently reported in the October 14 issue of *Traffic World*. The full text of the letter follows:

"We have already made representations to you about what we feel to be the urgency of giving adequate attention to transportation and transportation planning in over-all emergency planning. Now, I wish to state what we believe to be minimum organization which should at this very moment be in being in order that transportation in an emergency could handle essential traffic under whatever circumstances might prevail.

"1. There should be at work now a group which would be entirely familiar with the railroad network of the United States — its points of interchange, tunnel and bridge clearances, automated freight yards, bypass routings, centralized traffic control facilities, microwave installations, piggyback and container loading facilities, storage space, and the like.

"2. There should be set up a group charged with maintaining similar information about highway transport conditions, particularly as regards the transportation of foodstuffs and material. This would involve familiarity not only with highway conditions — information of the type now received by the American Automobile Association — but also specific information about deployment of industrial truck fleets, points of interchange, terminal facilities and handling equipment, rail-highway coordinated services.

"3. There should be a group charged with data on inland waterways and coastal ports — points of interchange with land carriers, containerized services, facilities for loading of bulk cargoes, deployment of dry-cargo barges and special-purpose craft for handling of critical bulk

chemicals under special conditions.

"4. Since the reserve of aircraft for use in an emergency is already set up and the specific planes designated, the group in OEP concerned with air services would be a liaison group to keep in touch with the civil air defense fleet and also to provide and coordinate additional information about facilities for routing and ground handling of critical cargoes.

"In order that military and civilian needs and views might be balanced at the point of decision, each of these groups should be headed by military and civilian co-chairmen.

"The top authority would be a civilian directly responsible either to Messrs. Brewton and Belsley, or to the director of the OEP himself.

"I strongly feel that these are the minimum steps which should be taken right now. Transportation is far too complex to attempt applying ordinary mobilization concepts to it after an emergency occurs, and far too critical in survival planning to be subordinated to other phases of defense planning.

"I strongly urge that these suggestions be taken up at the earliest opportunity with individuals in industrial traffic control, in the common carrier transportation industry and in the government, and that a functional organization be set up in the very near future."

The fact that transportation leaders were called in for consultation by the OEP within several days of the first news story and that the powerful National Defense Transportation Association subsequently prepared to make strong representations indicates that what appears to be a serious oversight in defense planning may be on the way toward remedy. It indicates, too, the role that a reputable and responsible business newsmagazine can take in national affairs, both through the skills of its editors in reporting important news quickly and accurately, and through the weight of its authority in representing in the proper quarters the reasonable views of the individuals and industries it serves. That *Traffic World* has so served transportation management men in industry and in the common carrier system for fifty-four years is a matter of public record.

TRAFFIC WORLD the weekly newsmagazine of transportation management
Stamford • Chicago • Atlanta • Palo Alto • Washington, D. C.
For more information see *Traffic World* Service-Ad, Class. 148, Standard Rate & Data

(Continued from page 44)

Boston office of Standard Oil (New York), selling industrial lubricants.

In 1928, Mr. Herbert switched to the cotton brokerage business, which, he recalls, it appeared that great deal of money was to be made. This career lasted until 1933, when the depression knocked the bottom out of the New England cotton business.

Still in quest of selling opportunities, Mr. Herbert moved into still another field new to him. He took a job



MPA's Jack Herbert: More time will be spent selling the concept of magazines.

a space salesman with *Esquire*, New York, where he received his basic training in the media business. He moved to the Hearst organization in 1938, and simultaneously moved back to Boston as New England manager of *Good Housekeeping*. After a hiatus of almost three years during the war, during which he served in the Marine Corps (a Reservist, Mr. Herbert was recently promoted to lieutenant colonel), Mr. Herbert returned to *Good Housekeeping*.

In 1950, he temporarily deserted the magazine industry to take the post of vice president in charge of sales of the NBC radio network. Three years later, he became vice president in charge of radio and television.

He returned to the Hearst fold in 1954 as executive publisher of the *New York Journal-American*.

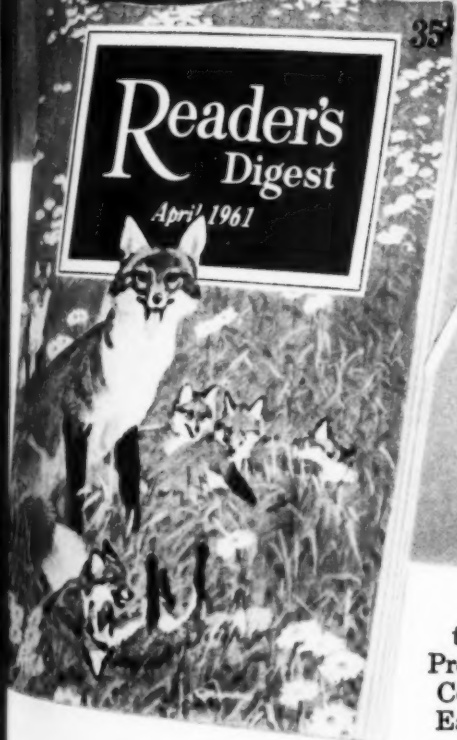
Metal Products Manufacturing sells manufacturers of BUSINESS MACHINES

See Toll-All in Aug. or Sept. 1960

Media/scope, November 1960



New Easy-Off Window Spray makes windows sunshine-clean.



How Easy-Off topped them all in America's top market

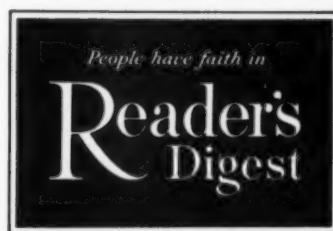
After two years of advertising exclusively on TV, the marketers of Easy-Off Aerosol Window Spray decided to test the power of print. The test: one advertisement in the Metropolitan New York edition of Reader's Digest.

"That Digest ad made Easy-Off Window Spray top seller in the New York Market," says Bernard Gould, President, Boyle-Midway Division, American Home Products Corporation. "In the month after the Digest ad came out, Easy-Off sales were 92% up from the same month a year earlier.

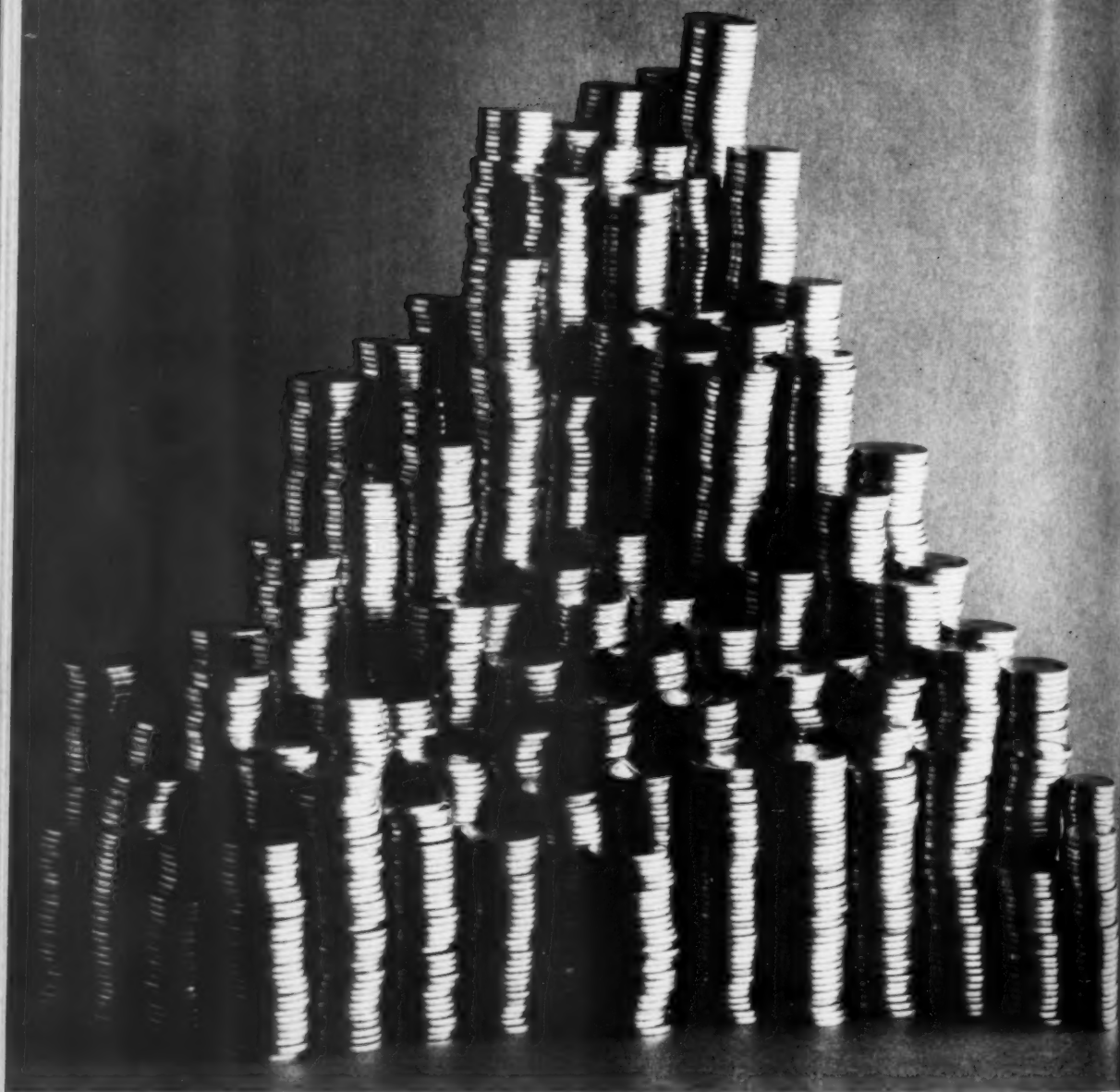
"Reader's Digest has tremendous impact at the dealer level," Mr. Gould adds. "We opened up ten major new retail accounts, including several large chains, when they learned that Easy-Off would be advertised in the Digest."

Later, because of Metropolitan New York regional results, Easy-Off became a national Digest advertiser.

One reason Digest advertising works is that the average page is looked at twice as often* as in Life, Look or Post. For about the same money the Digest can . . . double your chances-to-sell.



*Source: Alfred Politz Media Studies



19,251 more nickels every day*

*That's the Herald Tribune daily circulation increase for the 6-month period ending September 30th. It's the largest gain for this period in 15 years. And the more nickels you get, the more advertising you

get. Weekday Herald Tribune advertising is up 169,624 lines the first 9 months of 1961. The largest weekday increase of any New York newspaper. (O.K. Charlie, you can start rolling up those nickels now.)

THE NEW YORK HERALD TRIBUNE

230 WEST 41ST STREET, NEW YORK 36, N.Y., PE 6-4000

HOW TO CHOOSE YOUR MEDIUM RARE

By Walter Seiler



Walter Seiler has served as media director, copy writer, service manager, account executive; and is, at present, president and chairman of the board of The Cramer-Krasselt Company, Milwaukee. He is a former director, American Association of Advertising Agencies; a past president, Milwaukee Advertising Club, and a member of the executive committee, Graphic Arts & Advertising Guild.

- ✦ *Walter Seiler of Cramer-Krasselt presents his recipes for media selection and management.*
- ✦ *Long-time media buyer, now president of Milwaukee agency, digs into a lifetime of experience to list the basics of media buying and selling as he sees them.*
- ✦ *Keeping informed is most vital job function.*
- ✦ *Editorial or program content is most vital subject.*
- ✦ *Relations of buyer and seller are also important.*

TO HAVE YOUR advertising *well done*, choose your medium rare. Salt it with understanding and flavor it with imagination. Serve it on the most appealing platter, and enjoy the just desserts.

This little recipe is a simple one. Most of the ingredients are obvious. Probably none is more vital to profit nourishment than choosing the medium—the *rare* medium, the exactly right one, to fulfill the specific advertising objective at hand.

The Cramer-Krasselt recipe for a media department, organized to function with maximum efficiency for C-K clients, consists of eight basic ingredients:

1. Maintaining an up-to-the-minute media data file.
2. Keeping a file of current media information applicable to each specific account.
3. Fully informing each account executive on ever-changing media values regarding his accounts.
4. Supplying client advertising staffs with information on media currently used and new media opportunities worth considering.
5. Working closely with clients in merchandising media selections and schedules to both salesmen and dealers.
6. Checking effectiveness of media used.
7. Keeping abreast of media selected by competitors and their apparent effectiveness.
8. Thoroughly studying *Media/scope* and other sources, to evaluate trends in media values as related to specific accounts.

Media director Lester H. Ness, with a staff of 11, is in overall charge of the media department. Ken Hegard and

HOW TO CHOOSE YOUR MEDIUM RARE

Miss Loretta Mahar are in charge of radio and television activity.

Messrs. Ness and Hegard and Miss Mahar are the primary contacts with media representatives. They decide who is to attend presentations made to our staff. Account executives determine whom is to be invited when media presentations are to be made to client organizations.

One point we stress is that all concerned with media be thoroughly familiar with the vitality of editorial content in all print media, and that they evaluate soundly the program appeal for clients using radio and TV. With outdoor, they must know traffic patterns, market coverage and high frequency circulation.

What About Editorial Content?

The basic thing publishers, broadcasters, and their representatives have to sell, and agencies and advertisers have to buy, is editorial or program content. Editorial content is the backbone of a publication. Program content is the lifeblood of radio and TV. This is primarily what makes a medium worthwhile.

This is what makes a medium of value to the subscriber. This is what builds and sustains audience interest. This is what determines which way a medium is going,—up or down.

In newspapers, it's local news plus features. In business papers, it's timely information valuable to business men. In technical papers, it's articles of technical value and interest. In consumer magazines, it's entertainment and informative articles directed to varied reader appetites. In radio and TV, it's audience appeal.

So the first thing we want to know in evaluating advertising media is what makes it tick. What makes it of interest and service to those who read, listen or watch? The authenticity of its subject matter. The reliability of the information it presents. It's up-to-dateness. The accuracy of its predictions. The background, integrity, and judgment of its staff. The standing and reputation of its contributors.

When leading writers tell us they submit their manuscripts first to a certain national magazine and that they prefer to have their material published in that magazine, we come to the conclusion that publication must be outstanding editorially in its field.

Personnel Visit Media

We like to have our personnel visit the offices of media to get acquainted first-hand with the size and quality of the group responsible for it. Since it is impractical to visit all offices, we urge media representa-



Ken Hegard, vice president and radio-TV director, goes over selected spot schedules for an introductory campaign with Loretta Mahar, buyer, in the agency's audio-visual studio.

tives to bring us a picture of what we would see if a personal visit were possible.

When I was a media buyer, I had a reputation for picking "comers." For picking media that were on the way up. For starting to use these media while their rates were low — often before they were the accepted leaders in the eyes of the advertising business. I did this largely by studying the editorial content, the editorial vitality, the reader reaction. By this method I discovered many media that could be designated as "sleepers" so far as general acceptance was concerned.

I found that media of that type would create results far beyond those that were poorly edited but aggressively pushed from a circulation standpoint.

A case in point: Years ago in the Twin Cities, there were three farm papers published — *The Northwest Agriculturist*, *Northwest Farmstead*, and *The Farmer*. *The Agriculturist* carried the most lineage; it had the most aggressive sales staff and had the reputation as being the No. 1 paper. I discovered, however, that *The Farmer* topped the others in editorial vitality and value to its readers. Therefore, I placed *The Farmer* at the top of every list. Of the three papers, *The Farmer* is the only one that survives today.

At Cramer-Krasselt, those involved in the buying of media perpetuate this same thinking. Schedules are withheld from new publications or new stations just because they are new and have not built up advertising acceptance.

The next thing we want to know about a publication is its circulation. Not only how much circulation it has, but where it circulates, who gets it, who reads it



C-K's space buyer, Oliver Erbstoesser (standing), checks publication copy and placement instructions with a member of the media department.

...more important, whether it is read regularly and appreciatively by those to whom we want to sell the product being advertised.

In this connection, quantity of circulation is not the determining factor. Quality of circulation and reader interest can make a publication a better advertising value than a competitive medium that may print and circulate more copies.

Quality of circulation brings up the question of validation through audits. We acknowledge the merits of paid circulation. But applying common sense, we further realize that in recent years many excellent controlled or free distribution publications have become good producers. In some instances, this is the only and most efficient means of communication available to cover specific fields. The application of judgment on the part of the buyer to evaluate circulation quality as he does editorial content is a key factor.

Advertising Volume

We want to know, too, how much advertising the medium carries consistently that is directed to the kind of people we want to reach to sell the product of our clients. We stress the quantity of advertising of the same type as that of the client.

Volume of advertising alone can be misleading. I recall a recent chat with a representative who said, "My paper carries more advertising in your client's product line than my rival, and we turn down more advertising which we consider unacceptable than the total advertising

my competitor publishes." We don't advocate this sort of representation. We merely want to stress the importance of quality of advertising carried as compared with volume alone.

Merchandising

When buying space, we have to think of the merchandising value of media to salesmen, distributors, dealers and whoever else is affected in respect to sales by the media on the recommended list. We have to keep in mind that unfortunately some of the "comers" have not yet attained a merchandising prestige commensurate with consumer pull.

I can recall when it was difficult to make a certain shelter book stick on any list because it had not been widely merchandised to the trade. But this situation changed. This particular book has done an excellent merchandising job and now is well accepted by the trade.

A space representative cannot rest on the fact that his publication is well edited, well received, and highly regarded to make a sale. He has to go one step further and see that every factor, every decision-maker knows the value of his publication and is in a position to accept it at its true value when placed on a list.

We prefer to have a representative sell us with a presentation.

A good presentation is logical, complete and time-saving. It keeps the representative on the track; it conserves his time and ours. But a presentation can be emasculated if the man presenting it does not understand it, does not present it forcefully, does not carry in his

HOW TO CHOOSE YOUR MEDIUM RARE

Media presentations are scheduled regularly in the agency's conference room. Reader's Digest representatives Michael A. Donohue (standing, left) and Richard N. Murray discuss their publication's merits with (from left, seated) Dan Mitchem, vice president; Lester H. Ness, vice president and media director; Robert C. Hoag, public relations account executive, and Gene Soldatos, vice president.



head sufficient supporting illustrations to make him master of the subject.

We believe that anyone who makes a presentation should at least have a part in the preparation of the material in order to understand it thoroughly and to present it effectively. A man should make his own presentation rather than bring in an outsider to do the job, thereby implying that the representative is not capable of handling the task himself.

Accuracy of Information

We like surveys or studies — but they had better be accurate. Sometime ago, a representative showed us a survey which listed his publication at the top in preference of each of four groups studied. It was quickly noted that some of the basic structure of the sample was outdated. The representative did not even know enough about his field to realize that his list was out of date. Moreover, this survey showed that persons who answer surveys are in many cases not qualified to answer intelligently and that their vote is without validity.

Presentations should be accurate. Recently a newspaper representative showed us a group of advertisements published in his newspaper which he said had been most successful. This all sounded good until he came to an advertisement the results of which we knew were far below average. Obviously this discredited the entire survey and presentation.

We make it a practice to indoctrinate all of our personnel engaged in media buying with an agency philosophy toward media selling. Basically, if we can

guide representatives in their selling efforts and, in turn, fulfill our obligation to media, both we, as buyers, and they, as sellers, benefit from the relationship.

Identification a Must

First — and it seems so simple as to be hardly worth mentioning — we request representatives to identify themselves by name and the name of their publication. You have no idea of the difficulty in remembering names and then identifying them with publications. You have no idea how many times in my experience men have come into my office, visited with me and gone out without even mentioning their names, or the names of the publications they were representing.

After identifying himself, the next step for a representative is to determine the problem of the advertiser as it affects the media he uses. The representative should try to find out as much as he can about those whom the advertiser is trying to reach, whom he should reach, where these people are, and why they should be reached. Only in this way can he build a story that fits the advertiser's need — that helps us to make a decision with respect to media that will accomplish the objectives.

The representative shouldn't start selling until he has determined the advertiser's problem and how he can help us solve it. The advertiser is not primarily interested in the medium. He is interested in his problem. He is interested in a medium only to the extent that it serves his selfish interest.

"Better late than never" is an old adage that seems to carry undue weight with many representatives.

Better early than late is a far more valuable precept. Judgments are formed before a list is made. That's the time representatives should get in their work. After a list has been completed and approved by the advertiser the chances of getting another name on it are reduced manifold.

After a medium is on a list it is a poor time for the representative to drop the advertiser or agency cold. This happens all too often. The representative finds that he is on the list; so he quits selling advertisers that aren't in his medium.

We tell representatives never to underestimate the ability of the advertiser to increase his budget efficiently to include the representative's publication if it is deserving of a place on the schedule. Instead of suggesting that an advertiser reduce a schedule to one worthy medium in order to add another, it is sound judgment to base a solicitation on increasing the budget to accommodate both.

A representative should not judge his prospect's buying capacity on his own limited information nor by an uninformed estimate of what the advertiser should spend. No one is ever insulted because a salesman over-estimates his purchasing ability. No advertiser can make a dime out of the work of a dollar.

Advertisers whose appropriations in general media are relatively small logically should be more interested in buying large space in business papers to augment and offset meager space in general media. It is important that they act the part of a leader with large space in the media they use.

General Do's and Don'ts

A representative should not brag about the important people he knows and try to ride along on their reputations. He should stand on his own legs. The advantage of a good introduction is only in the first five minutes — after that one is on his own.

The representative should make no promises unless he intends to keep them — and does keep them.

He shouldn't neglect the young men in the agency or the advertiser's organization. They grow up fast.

Gossip about other agencies — about competitors — and about his own company should be avoided. Don't be a tipster.

The representative should be careful of his conduct outside of business hours — bad conduct anywhere builds a poor reputation.

Don't make the mistake of contacting only congenial people. The tough guy to get along with may be the decision-maker. Remember that the man who objects the most may be the most vitally interested.

Appointments should be made in advance with top executives. Avoid arriving at the end of the day, or at the beginning, if expecting undivided attention.

Persistence and stick-to-itiveness are more valuable than a Hollywood personality.

When a presentation is completed, the representative should leave unless encouraged to stay.

Breakdown on the cost of a schedule to the cost of reaching each individual is valuable.

An agency is not against a publication or a television station simply because it is not on a certain list.

A good agency buyer will not let personal prejudices influence his thinking.

Commanding Respect

A final word about something that is extremely important. If a representative wants to make a good impression — if he wants to be treated with respect — if he wants his medium to be respectfully considered — he should command respect by the way he acts. He should show a pride in his medium and the men in his organization.

This philosophy may sound unimportant. But I have been amazed at the number of representatives who practically apologize for the media they represent — who gossip disparagingly about their superiors and their associates — who give the impression that they are more important than the media or the personnel in their organization.

Nothing is more convincing than to have a representative proudly present his story — proudly speak of his medium — proudly speak of the men in his organization. If a man can't be proud of his medium, he shouldn't try to represent it.

A Common Obligation

The agency and the advertiser owe much to media. They could ill exist without media. Nor could media exist without the agency and the advertiser. So we owe common courtesy to each other — and each has an obligation to the other. Agencies and advertisers in their own interest have a responsibility to see that media is given every opportunity to explain its service and how it fits into the attainment of the objectives of the advertiser.

The agency, advertiser, and media are all working for the same objective — building business volume at a profit. They have a common interest. They are inter-related, inter-dependent. Media have every right to be heard. The agency and advertiser are under an obligation to give media men information that will enable them to explain why, and to what extent, specific media should be considered.

HOW ADVERTISING EFFECTIVENESS IS AIDED BY RESEARCH

- ☐ *Advertising Research Foundation digs into subject at its annual conference.*
- ☐ *Researcher from Ford tells how it measures sales effectiveness of alternative media.*
- ☐ *JWT representative urges main attention to attitude changes in studying TV advertising*
- ☐ *Visual performance, statistical methods, industrial advertising also discussed.*

THEME FOR THE seventh annual conference of the Advertising Research Foundation in New York last month was "Using Research in Advertising Decisions." The talks were related generally to ways to achieve more effective advertising, and thus bore upon the same theme that has underlain ARF sessions in recent years. This year, however, the approach was less aggressive, and chopped away at parts of the problem, rather than trying to solve it whole, as was the approach of some of the operations researchers who have been on the program in the past. Moreover, the talks were couched in more easily understandable terms.

Dr. George H. Brown, director of the marketing research office, Ford Motor Company, made an interesting contribution in describing the procedures of his company in "Measuring the Sales Effectiveness of Alternative Media." He stated that "partly because this research is designed primarily for internal management decisions" he was unable to report much in the way of results. He did say that the research had revealed "a demonstrable relationship between advertising and sales, and no signifi-

cant superiority or infirmity for any one of the limited number of media for which we have completed enough tests to warrant drawing conclusions."

Effectiveness of Media

The speaker did describe the method used to determine whether the company was placing its advertising in the right combination of media.

The method was to run the advertising in a randomly-selected group of test areas, while in a group of control areas the advertising was not run. (See accompanying diagram.)

A diagram was presented by Dr. Brown, which he said was the design of an experiment used by Ford. It illustrated a test of four media involving 16 sets of geographic areas. For any single medium, eight geographic areas were exposed to advertising and eight were not exposed. In such an experiment, Ford was able to observe how each medium behaved alone and in all possible combinations with the other media.

Dr. Brown recognized that a "particular set of copy approaches would have to be used in such experimentation. He suggested that a series of three or four tests might be sufficient to determine the best copy

SIXTEEN AREA MULTI-MEDIA EXPERIMENTAL DESIGN

	NO NEWSPAPER				NEWSPAPER			
	NO RADIO		RADIO		NO RADIO		RADIO	
	NO TV	TV	NO TV	TV	NO TV	TV	NO TV	TV
NO OUTDOOR	1	2	3	4	5	6	7	8
OUTDOOR	9	10	11	12	13	14	15	16

ESS

approach, for "... it is possible that some other combination of copy approaches would not only achieve greater sales results for each of the media, but the relative productivity of the media would change. As long as the possibility of such a situation exists, the relative sales effectiveness of alternative media cannot be measured in a single test." He warned that the cost of executing experimental designs of this kind is relatively high, and that long time periods are required for the research.

Evaluating TV Advertising

The subject of evaluating television advertising effectiveness was developed by Jack B. Landis, director of developmental research, J. Walter Thompson Company.

In measuring TV effectiveness, it is well to define the areas of endeavor, he declared. There are four levels of possible measurement going from the most simple to the most complex: 1) Measurement of the vehicle, as the rating of a program; 2) Measurement of the message, as the advertisement rather than the program; sponsor identification is an example of measurement of the message level; 3) Measurement of the impact of the advertisement on the mind of the viewer, as in attitude changes, brand awareness, knowledge of slogans; 4) Measurement of action, as purchasing action. Given our present state of technology, he asserted, researchers should now be devoting their attention primarily to measurements of attitude changes.

In respect to measuring product purchases, Mr. Landis declared that the prime question to be answered is: "What would the buying rate of the viewers have been if they had not been exposed to advertising, but all other influences had been the same?"

He pointed out that one difficulty in such research lay in the fact that viewers can be quite different from non-viewers, as evidenced by the fact that they have chosen to watch the



ROBERT STOVER (far right), manager of Human Factors Branch, HRB-Singer, Inc., explains equipment developed by his organization for testing visual performance of advertisements.

program. Some of these differences may lie in income, previous purchasing habits, and age.

Mr. Landis concluded that the only way it can be proved that advertising has caused sales is through controlled experimentation, "wherein we insert or take out the advertising stimulus." He described an experiment in which for a certain product, no spot TV advertising was used in some markets, while other markets had a normal weight of advertising, and other markets had double the weight. Interviews were made before the start of the test campaign, three months later at the end of the advertising campaign, and three months after this point. The test markets and control markets were selected on a random basis. After three months of advertising, the markets with double the weight of advertising went up to a much greater degree than the regular-weight markets and the effects lasted longer.

The speaker emphasized that the key concept in effectiveness research is the comparison of "what actually happened" with "what would have happened" without the advertising.

The control of visual performance of advertising was discussed by Dr. Robert E. Stover, manager of the Human Factors Branch, HRB-Singer, Inc. He described an experiment in which 30 college students were subjected to tests to determine the visual performance of advertisements. The students viewed the advertisements through especially-designed equipment. It was sought to determine how their recognition of advertisements was affected by distance from the advertisements, the various degrees of illumination of the advertisements, and the various durations of exposure of the advertisements to the eye of the viewer.

There was also a so-called binocular-rivalry test, in which an advertisement was presented simultaneously with a competing advertisement, each to a different eye, to determine which would be recognized.

Dr. Stover's conclusion was that there appears to be a moderate relationship between visual test scores and readership data, and that to give best visual performance to an advertisement there should be 10 per cent illus-

RADIO
TV
6
16

Advertising Effectiveness . . .



BETTER RESEARCH in evaluation of special media is subject of this session presided over by John C. Spurr, marketing research consultant, McGraw-Hill Publishing Company. Waiting their turns to speak are John Veckly, director of advertising, United States Steel Corp., at left, and Harry Waddell, executive vice president, McGraw-Hill Publishing Company.

tration, 20 per cent copy, and 70 per cent white space.

This talk was criticized by the discussant on the program, Pettersen Marzoni, Jr., director of marketing research, Associated Merchandising Corporation. He asked: "What do we have here except an interesting set of numbers? They give little light on communication value. What are the criteria of communication? In approaching problems in communication, we can attack variables only if the significance of each is defined. Visual performance is only one of several important variables to be researched."

In opening the conference, Charles E. Swanson, assistant director of research, The Curtis Publishing Company, and chairman of the conference, stressed the need for quality research. He mentioned the need for accuracy, reliability, sensitivity, cumulative effort, and a built-in applicability. "Research—quality research—is a fine and sensitive instrument for providing information to assist in business judgments. It is nothing more."

"Intrigue in Advertising — The Motivating Effects of Visual Organi-

zation" was the topic of Dr. Clark Leavitt, creative research supervisor, Leo Burnett Company, Chicago. He maintained that in the course of his agency's experiments:

"More and more we began to suspect that the typical magazine reader does not need to have his attention attracted to an ad. In the natural course of reading or leafing through a magazine, he looks at every part of the magazine that is physically present. The problem is not gaining his attention, but holding it."

The latter aim could be achieved, he averred, through *intrigue*. He defined *intrigue* as a stimulus that "encourages investigation, exploration, and resolution." The problem is not how to get people to look at a pretty picture, but to get people to progress through the ad as a whole until they have gained a substantial message. He added: "It involves the simultaneous presentation of two apparently unrelated or incongruous objects along with a promise that they will be related." According to Dr. Leavitt, this kind of advertising satisfies "stimulus hunger, the need for excitement, surprise, mystery, intrigue."

The discussant assigned to this address was David B. McCall, senior vice president and copy chief of Ogilvy, Benson & Mather. Mr. McCall said that he could not believe that all advertisements in a magazine attract attention. He added that the reader should look for intrigue in the product that is offered for sale, since products all have special claims on readers' attention.

Statistical Techniques

Statistical techniques were discussed by Dr. Harry V. Roberts, professor of statistics, Graduate School of Business, University of Chicago. He mentioned three major developments in research since the Twenties as probability sampling, experimental design, and statistical decision theory. He described the last as a means of reaching business decisions with data that come out of a research study.

Alfred N. Watson, vice president for marketing services of United States Rubber Company, the discussant, said that to him, decision theory meant "an extension of experimental design wherein a business man uses research to study his hypothesis based upon experience. It formalizes the decision process." Use of the term he said, is merely "the bringing together of already existing tools, like putting a saw, a hammer, and a plane together and calling them a carpenter's kit."

Readership Surveys

Harry Waddell, executive vice president of McGraw-Hill Publishing Company, in a presentation before a group session on evaluating special market media, called for more qualitative research on which media command the attention of advertisers' prospects. Mr. Waddell said that something more than subjective "evidence" in the form of readership surveys (which, he said, can occasionally be valuable), inquiry tabulations, and recall studies is needed.

Mr. Waddell gave as an example of the kind of research he advocates "the valuable work done to establish

some guides to advertisers as they study publications to appraise their editorial quality — in other words, they appraise their chances of commanding recipients' attention."

The speaker reminded advertisers that, despite a wide variety of useful services offered by publishers, the basic responsibility of defining markets and locating prospects was theirs, not the medium's. "Advertisers need to do a more thorough job of product and market determination, before launching an advertising campaign." In this connection, he called for more penetrating information than is generally in use today on the real buying influences in business.

Once the advertising is run, said Mr. Waddell, "we must do a far better job than we have done so far in appraising and proving" its effectiveness. In short, industrial advertising needs to use research tools with the same sophistication as consumer advertising, because "managements in our best companies are demanding more objective evidence of what can be expected from advertising, and indeed what specific advertising can be reasonably sure of success."

In a discussion of Mr. Waddell's talk, John Veckly, advertising director of United States Steel, made the observation that most of the research tools urged on industrial advertisers by Mr. Waddell were discussed in a textbook by Dr. Daniel Starch, published in 1923, "Principles of Advertising." Mr. Veckly pointed out that the objectives measured by these tools are communications objectives—how well advertising communicates—not sales objectives. Management, on the other hand, is deeply interested in how well advertising sells products, but we have no tools to measure this. Mr. Veckly declared that "instead of polishing the tools we now have, we must develop new ones."

Scott Paper Project

The second presentation on the special market media program was a detailed report on the Scott Paper Company's special advertising research study, by Burt B. Roens, Scott's industrial marketing manager.

The chief interest of the study, which attempted to measure the effect on market share of various kinds and levels of promotional activity, is that the approach was experimental; i.e., comparisons were made between markets in which Scott industrial paper products were promoted, and carefully matched control markets in which there was no promotion. Promotional combinations were put into effect according to a pre-determined plan, and surveys and measurements were made before and after the tests.

Scott undertook the study, said Mr. Roens, because "although we had a pretty good idea of what our level of advertising expenditure should be to back our consumer paper products, we had no clue as to the return on investment it generated for our industrial paper business."

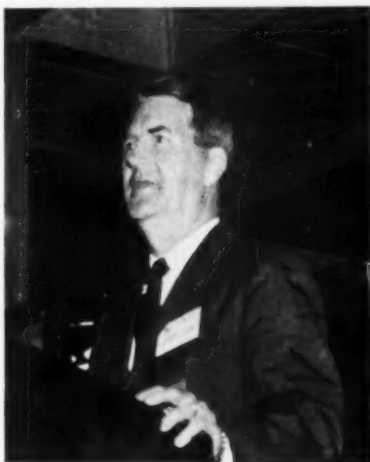
The study attempted to determine the effectiveness of the division's three major promotional expenditures: print media, direct mail, and distributor incentives in respect to share of market and case sales.

Eleven test cities and 11 control cities were chosen. The choice of test cities was limited by the availability of split-run facilities in the weekly and monthly business media chosen to carry the print advertising portion of the test. Similarly, control cities, otherwise matched closely in all relevant characteristics with test cities, were not situated in the same states as test cities, because of the danger of overlapping promotional influence.

The study was complicated by the inclusion of several levels, as well as several combinations of promotion. For example, market 1 received a high level of space advertising; market 2 received a low level of space advertising (half the rate of the high level). Markets 3 and 4 were similarly treated in respect to direct mail advertising, while market 5 received high space advertising-low direct mail combination, and market 6 received low space advertising-high direct mail. Market 7 received a low level of both media; markets 8 and 9 received combinations of low frequency

direct mail or space advertising, plus distributor incentives, while the 11th market received all three kinds of promotion.

In his discussion of Mr. Roens's presentation, James C. Becknell, Jr., research psychologist for duPont, criticized the omission of certain combinations, mainly those including



MEASURING SALES EFFECTIVENESS of alternative media is topic for George H. Brown, director, marketing research office, Ford Motor Company.

high levels of space advertising, and distributor incentives. Without all the cells filled, said Mr. Becknell, it is impossible to work out the factorial design, and the study must of necessity be inconclusive. In addition, Mr. Becknell was of the opinion that Scott should have contented itself with fewer variables. "It is better to start with a simple, one-dimensional design, and then add a dimension at a time in subsequent studies."

Advertising and Sales

In the last presentation on evaluating the effectiveness of advertising, Howard G. Sawyer, vice president for marketing services of Marsteller, Rickard, Gebhardt & Reed (substituting for the agency's president, Richard C. Christian, who was originally scheduled), suggested that it is not possible to gauge the direct effect of advertising on sales, since sales

Advertising Effectiveness . . .

depend on the interaction of a variety of company policies and practices.

Instead, said Mr. Sawyer, one should view advertising primarily as a communications tool, and measure its effect in these terms, "because, if the purpose of advertising is to change people's minds, (introduce an idea or alter an impression or strengthen a conviction), then the measurement of what happened in people's minds would be a legitimate measurement of advertising performance."

In this light, Mr. Sawyer presented several measurements, or audits, as he termed them, that could logically and realistically assess the performance of advertising.

1. Marketing Audit, whose purpose is to obtain as much information as possible about all the functions of the company's marketing organization — history, product lines, distribution, sales organization, promotion, markets.

2. The Attitude Audit, which finds out what the market thinks of the company, its service, and its products in relation to its competitors. In short, it answers the question, "Where do we stand in the market place?"

3. Communications Audit. This is concerned with the family resemblance and effectiveness of the company's total image — the system of names, company identification, and company visuals.

4. Media Attitude Audit, which helps in the decision "on specific media with which the advertiser can best communicate to the greatest number of prospects in his market."

All in all, Mr. Sawyer presented a complete package for rational measurement—and therefore, rational action—in the field of industrial advertising. It is worth noting that George M. Robertson, manager of advertising services and measurement in General Electric's advertising and sales promotion department, who acted as discussant of Mr. Sawyer's presentation, warned that, although the audit system is a good one, there is a real danger of oversimplifying a complex problem. Mr. Robertson did, however, agree that the goals for measurement were realistic. ■

TRENDS

A Mirror of Media Buyers And Their Opinions

*National Panel of Media Buyers composed of
250 buyers in 141 agencies; probes their
opinions once a month.*

FOR THE PAST 18 months, a select group of some 250 media buyers in 141 advertising agencies have been receiving a series of questionnaires, at the rate of one a month, on a variety of topics.

The questionnaires — and the reports developed from them (several of which have been published in *M/s* — are part of a project called The National Panel of Media Buyers, sponsored jointly by SRDS and MEDIA/SCOPE, and conducted by the SRDS Research Division.

The purpose of the National Panel is to find out more about media buyers: how they work, what they want, what they are thinking about.

How Panel Is Composed

The National Panel has been constructed to produce an accurate and comprehensive reflection of conditions and opinions in the agency field as a whole. Panelists are drawn on a strict probability basis from all agency media buyers in the U. S. and Canada. A list of 1,198 agencies that, combined, billed more than \$5 billion in 1958 was prepared. Since 250 panelists were picked, each panelist represents approximately \$20 million in industry billings. On this basis, larger agencies are delegated several panelists, while in small agencies, only those randomly falling at any \$20-million interval were selected.

The panel reflects industry profiles with a high degree of accuracy. For example, agencies billing over \$50 million annually accounted for 45.2 per cent of total U. S. advertising volume; 44.5 per cent of the panelists are from agencies of this size. A similar high correlation exists in other billings groups.

In 1959, 21 per cent of national advertising expenditures in measurable media was spent in consumer magazines; 25 per cent of panelists' buys in 1959 went to that medium. Again, 17 per cent of national ad-

vertising expenditures in measurable media was spent in network TV; 18 per cent of panelists' spending was in that medium.

Membership Is Stable

About 85 per cent of the original panelists are still active members of the panel. In the case of drop-outs or persons reassigned by their agencies outside the media function, agency management is asked to nominate a replacement with a job and qualifications closely resembling his predecessor's.

A group profile of the panelists is in a very real sense a profile of the typical agency media buyer. His median age, for example, is 33.7 years. Most likely, the buyer is a man — and married (about 70 per cent of panelists are in those categories).

More likely than not, the buyer is a college graduate: about 60 per cent of panelists hold bachelor's degrees, and nearly 15 per cent have taken graduate work. Buyers as a whole have been in advertising nearly 11 years, on the average.

Characteristics of Panelists

About 60 per cent of panelists are in a supervisory capacity — either media directors, media supervisors, executive directors, or account executives.

Members of the panel are evenly distributed in respect to their media activity: 37 per cent buy all media; 32.7 per cent buy print only; 30.3 per cent buy time only.

Almost all panelists (94.4 per cent) do media analysis; better than 9 out of 10 make specific media selections; fewer than 30 per cent do market analysis; less than two-thirds prepare estimates.

Over 80 per cent have contact with clients; 52.3 per cent are involved in merchandising; 22.7 per cent participate in agency management.

Big Farm Media Ideas on Small Budgets



Robert R. Sanford, senior vice president and director of Potts-Woodbury, Inc., Kansas City, Mo., presents eight case histories:

1. *Farm papers* and position.
2. *Outdoor* to reach two market levels.
3. *Farm TV* with memorable sight-and-sound.
4. *Spot radio* to pull inquiries.
5. *Small-town newspaper* in four colors.
6. *Farm magazines* for editorial treatment in paid space.
7. *Magazine-radio mix* for service center.
8. *Net radio* to broadcast big names.

SHREWD FARM MEDIA buying? Let's start at Endsville.

I stared at my client over the thin scattering of the week's mail on her desk. She was a gray, defeated spinster, heiress of all that was left of a once bustling Midwestern garden tool firm selling nation-wide by mail-order. The carefully typed media proposal showing two publications went unnoticed in my hands. Finally, reluctantly, I sighed, "Miss Taylor, you shouldn't advertise. It can't possibly pay off."

No communications medium with a mast-head or call letters could wisp away the cobwebs, turn back the clock on buying habits, or get overnight distribution.

To an agency account man, this is the absolute in painful media decisions. Twice it has been my misfortune to have to destroy clients' dreams of the yesteryear when their full-page ads in *Country Gentleman* would bring in the checks and COD's by the mail-bagful.

Happily, every agency man worthy of the label has also logged plenty of hours helping hopeful companies get started. Some grow to be worthwhile advertising accounts.

Here in Kansas City, deep in the "growing" country, it is only natural that a 120-man advertising agency with more than \$10 million annual billing should share in the labor and growing pains of many companies with products aimed at the farm market. Potts-Woodbury, Inc., since 1921 has served many agricultural advertisers, and presently counts nine on its client list.

With some, we were there at the birth or a brief time later. Others were lusty, healthy youngsters looking to take on the world when they put us on the pay roll. But they all had one problem in common: *How to spend \$10,000 to \$250,000 a year in farm media and get a share of the market against the million-dollar giants?* The annual budget of each would hardly cover the postage

Big Farm Media Ideas . . .



AGENCY-CLIENT HUDDLE: Robert I. Sanford (standing), account supervisor at Potts-Woodbury, explains media strategy to be used to reach animal health market to (left to right around table) J. B. Woodbury, president, and C. C. Tucker, senior vice president of the agency; and James D. Bradley, vice president and manager of the eastern division, and Walter R. Bleckmann, advertising manager of Anchor Serum Company, St. Joseph, Mo.

bill of a Ford Tractor, Purina Feeds, or Chas. Pfizer & Co., the big-spenders in the farm marketplace.

This report is concerned with a few of our more interesting media campaigns, of the happy-ending type.

1. A Position Trick

First, a little ad-positioning trick. It is almost guaranteed to get top-column position for advertisements of one- and two-column width in the majority of farm publications. If you are contemplating a half-column ad for your client, buy several extra lines that will put your ad over the half-column size. Because of the page make-up with fractional page ads (large ads on top and those decreasing in size to the bottom), you are bound to land on top.

For example: a column is 188 lines deep in a state farm paper; half a column is 94 lines. Make your ad 96 lines or more and your client will have the joy of seeing his product message in the favored top-column position. This works the same on two-column ads. This may be as old as the hills, but it produces. My farm advertising mentor, Earl Allen, now retired Omaha agency head, taught me this early in the business.

Now to start from our client files. Let's begin with a medium that is not too widely used in carrying farm messages, outdoor advertising. Yet here is a case where

\$20,000 in 24-sheet posters, used with painstaking care, achieved remarkable results.

In 1954, Armour Veterinary Laboratories, Kankakee, Ill., was faced with impressing on its veterinarian customers that its ethical animal health line had been considerably expanded and improved. This message required more than the traditional professional journals and direct mail. For the approach itself, E. J. Hennessy, then general sales manager, hit on the subtle Pepsodent-angle ("See your dentist . . ."). He asked that we pursue the idea of selling the veterinarian by the promotion of his service to the livestock farmer.

2. A Case for Outdoor

Our first decision on media went to outdoor. Here was the one medium we could select on a local basis where every media dollar would be aimed straight at where it would reach the most hog raisers and veterinarians. Next, an all-type yellow and black 24-sheet poster was agreed upon which read: "Control Livestock Disease TODAY to Protect your Profits TOMORROW. Consult your Veterinarian Regularly." Across the bottom was the Armour Vet name and logo.

A test in the Rocky Mountain area was plotted. The initial budget was allocated to each test state, based on the state's total hog population as against the national

Our outdoor department then laboriously broke down the hog population to the county level, winding up with outdoor coverage indicated in the counties with the most hogs. The actual poster locations were pin-pointed over a county with the aid of traffic flow maps, so as to be seen by the greatest number of hog breeders and veterinarians. Special effort was made to bracket county-seat towns.

Three hundred posters were utilized in the test. Armour salesmen carefully compared before-and-after sales figures, interviewed veterinarians for their reaction. The sales and customer goodwill indicated a highly fruitful test.

Armour Vet Labs followed with a coast-to-coast 1,500 poster showing over three months, preceded by the same careful statistical analyses. When the campaign's tally was in it was "job accomplished." Sales figures and good customer relations had shot upward. A plus on the PR side was the large number of letters, glowing with appreciation, received from veterinarian associations over the country.

3. Farm TV for Hog Feed

What TV can do for an agricultural account was brought home hard to us in a spot campaign for Staley Milling Company, Kansas City, Mo., now a part of the Spencer Kellogg Division of Textron, Inc.

Briefly, this 34-year-old livestock feed company lost a Supreme Court verdict in 1958 and had to change its old established name of "Staley Feeds." A sales manager's nightmare! How to shore up dealer morale? How to plant solidly the successor name in farmers' minds? Fortunately, Thomas W. Staley, president, prepared for the possibility by earlier trade-marking and tentatively introducing the name, "Professional Feeds."

Our creative staff viewed the switch-over as three-pronged: 1) tie-in the well-known Staley name, 2) include the advertised, well-received product names, "Pig Mama," "Chick Atoms," "Pro-Lass," and 3) hammer home the new name, "Professional."

It was, of course, essential for ads to run in the regularly-scheduled farm publications and newspapers. But even greater penetration was needed. We couldn't leave anything to chance. TV was thrown in the breach. Our story could be told in 10-second station identification breaks. The I.D.s offered various advantages. Availabilities were possible in high-rated 7 to 10 P.M. AA time, when both our dealers and farmer-customers (same as the city viewers) are glued to their sets. Time costs on I.D.s were less, and any production would be within reason. Search for an unusual voice treatment led to Hollywood's Porky Pig (Mel Blanc) and animation. A book



DEALER PHOTO taps this four-color insert in his home-town newspaper. Dealer pays half of space cost.

of seven 10-second spots was produced, and purchases made of Class A and Double A announcements on 16 stations spread over 26 weeks.

As important as the spots themselves was the merchandising to every dealer of the entire TV schedule. Story boards, in the form of "Slim Jim" postcards, were made on four of the spots, and were mailed as reminders to dealers during the campaign. Each card carried the full station list.

Did "Professional Feeds" make the grade? Yes. In a reasonably short time, and with a minimum of confusion and dealer anxiety, the switch was made. The quality and humor of the spots made real impressions on salesmen and dealers alike. Farmers readily accepted the "Professional" name. It was big-time, it was on TV. An unlooked-for benefit: money couldn't buy the word-of-mouth talk the spots created.

4. Radio for Farm Fences

Next is an item on use of radio. Sheffield Steel Division of Armco Steel Corporation, Kansas City, has a 32-page service-type booklet it distributes as part of its promotion of Sheffield Fencing. Look at the radio response for this

Big Farm Media Ideas...



10-SECOND IDS like these brought Staley Feeds into TV. Story boards were merchandised on postcards pictured above.

free booklet in one sales division, from one 1-minute announcement per week for eight weeks:

KFH, Wichita	43
WNAX, Yankton	88
WMT, Cedar Rapids	63
WKY, Oklahoma City	32
KVOO, Tulsa	24
WIBW, Topeka	134
KWTO, Springfield	33
KFEQ, St. Joseph	69
KOAM, Pittsburgh	16
WOW, Omaha	38
KCMO, Kansas City	65
KLIK, Jefferson City	97
WHO, Des Moines	69
KXXX, Colby	15

786

All spots were in prime farm time, early morning or noon hour in the fall of 1960.

The next case history is built around strengthening a dealer organization. What media purchase would drop a bombshell on Main Street for the client's dealer and

make him, and the advertised product the biggest sales team in town, with local prestige and publicity to spare.

5. Small-town Newspaper

The answer: small-town newspaper covering the dealer trade area. Considerable credit is due the Lundell Manufacturing Company, Cherokee, Ia., and its president, Vernon Lundell, and advertising manager, Miss Phyllis Hamilton, for risking a good portion of their 1960 advertising budget on a completely untried dealer campaign. This young firm, a trail-blazer in farm machinery as well as advertising, is widely recognized for its flail-type harvester and field hay wafering machine.

Its problem in early 1960 was typical of most selling organizations. Get new dealers, and jar loose old dealers to push Lundell Choppers. The drive was agreed to in January for early-April launching of a five-state test, but because of the crippling long winter it was not released to the dealer salesmen until late May (too late to go after new dealers).

The program was this: Each Lundell dealer was offered the chance to place his own personalized four-color two-page hay chopper ad in his hometown paper. In most cases it would be the first four-color ad to appear in his paper. It was his ad, and his alone, because it would feature his photograph and that of his store. And all this would cost him was one-half of the two-page space cost. Lundell would furnish free of charge the expensive big league four-color artwork and printing.

The results were that in just six short weeks, 35 Lundell dealers had contributed \$5,386.02 to participate for an average dealer cost of \$96.10. The number of dealers sold by Lundell salesmen was 38; sold by newspapers, 22; and one dealer couldn't wait for someone to call, and bought it by mail. At the kick-off, the newspapers had been covered by mail and given permission to call on the local dealer if they so desired.

Best of all, sales on the Lundell line jumped 50 percent over 1959.

I might qualify matters by saying that this type of media program, I believe, requires a fairly "large ticket" item to make it practical — for instance, farm goods with price tags of \$500 and over, appliance lines, cars, trucks.

6. Farm Magazine Success

In 1957, as a test of our agency, a St. Joseph, Mo., animal health company we were wooing laid a tough assignment on our doorstep. The Anchor Serum Company had just contracted for 1 million doses of a new product, an iron dextran compound to combat anemia in pigs. And we were to help move them at 30 cents a dose in one month.

(Continued on page 60)



What's that **EXPLOSIVE SALES** story again!

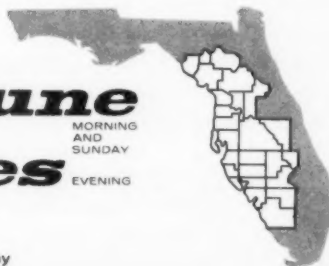
Simply this: The Tampa Tribune and Tampa Times low-cost combination delivers merchandisable* average daily household coverage in 18 Key Cities in West Coast and Central Florida. For instance: Tampa — Florida's second market — 100%; Brooksville, Dade City, Lake Wales, Sebring, Wauchula and Winter Haven — 100%; Plant City — 98%; Avon Park — 91%; Bartow — 80%; Arcadia — 79%; Lakeland — 56%; Bradenton — 49%; Clearwater — 40%; Okeechobee — 38%; Ocala — 37%; Sarasota — 29%; Gainesville — 20%.

Plus 42% average daily household coverage of our 25 county home delivery area.

That's real sales dynamite! Put it to work for you. Get top coverage! **The T'n T market is the A SCHEDULE market in West Coast and Central Florida.**

*20% — 100% average daily household coverage. Households, 1960 U.S. Census: Circulation, ABC — 3/31/61.

THE Tampa  **Tribune**
Times MORNING AND SUNDAY EVENING



Represented Nationally by Sawyer-Ferguson-Walker Company

Big Farm Media Ideas...

(Continued from page 64)



Innovated machines are replacing the van for crop drying. The reason, less gamble, according to Harold Sanderson of Calum, He has dried every year, wet or dry, since 1960. At left, is the old model Bobber Grain Dryer that "ran night and day" in '51" drying 120,000 bu. small grains for Harold and neighbors. At right, is the 1956 model Bobber Grain Dryer with its fast drying rate and simple, one-man operation.

H. V. KALTENBORN Reports:
— with Modern Equipment to

Who is right, the Democrats or the Republicans?

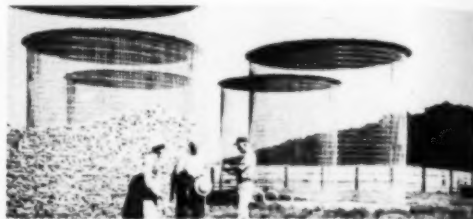
In Chicago, I heard the American farmer was going down for the third time. The family farm was disappearing. In San Francisco, I heard the decrease in the number of farms was a healthy re-adjustment. A sifting-out of the marginal operator.

To get the truth, I went directly to Columbus, Nebraska, immediately after the Republican Convention to sample farm conditions and opinion. Columbus (pop. 12,000) is the site of the National Mechanical Corrosion Contest, October 11-12, and a real farm community.

It has been 60 years since I pitched hay in Wisconsin. I found a completely new world on the farm. Machines and tools do everything today. Farming is almost a "production line" operation.

The trend is definitely to the larger, more efficient farm units. But you can save your tears for the "vanishing" farm family. It is the pro-

"We're just as careful where we store our grain as you are where you bank your money." That's how the Allen-Hamner family of Bellwood explains its preference for Redden Grain Bins. "You can't heat them for keeping grain safe. They're heavy gauge galvanized steel, and they have extra deep corrugations for even more strength," Allen said. He has 1700 bu. of wheat stored in these two Redden Bins, and has two more bins on order. Allen is a grain broker.



"The Farmer Is Here To Stay Make Farming More Profitable"

gressive farm family which has kept up with the times, practiced good farm management, converted to low overhead tools and equipment that is buying his neighbor's farm.

The successful farmer is 100% businessman today. He faces the same problems as the big city corporation president: how to step-up output; how to hold overhead down with labor and time-saving equipment; how to improve quality of product for better prices; how to stretch his time so he can do more work in a day. These, plus his age-old battle with Nature, keep the farmer busy.

But American ingenuity on the farm and in the farm equipment factory, will keep the farm family around for a long, long time. My Nebraska visit revealed the unique products of one farm equipment manufacturer that bear this out.

H. V. Patterson



"Tractor power steering is a necessity for me," said Raymond Seifring, Rising City. His son Duane turned the wheel of their Farmall Diesel 800 to show him how easy it is. Farmall power steering uses a British hydraulic power unit. "I grow corn and soybeans," says Seifring, "and this power steering saves me time and trouble, even when I am mowing." Farmall 800 and 900 tractors, and its available in-factory factory-installed or Farmall 300 and 400 tractors, are available in the Rubber Power Steer for other makes of tractors and, of course, for equipment.

But, have the old ones truly been changed? Is gone to durable metal like everything else I saw at the first points of modern rebuilding in Williams River and Williams F. Kuznetsov, father and son, on the Nizhny Kuznetsk Hovost from near Chukotka. Williams River has five Rebar Cane Cane and he is told in the "Rebar" galvanneal the most points after all with finished. That was your spots don't have a lot to get started," he said. So Williams then pointed out the steel bars in Rebar Cane were one 1/2" diameter. "These Rebar Cane will be used in the



A good machine shed gives a long life to your heavy investment in implements, a bonus for

make. Matrix Structures, near Hong Kong, told me how a British Framework Metal Building made the equipment be needed to form his 320 acres. "They are no bulky support columns to take up floor space," he explained. British Buildings are large, most are

len MFG. CO., Columbus, Nebraska

Write today for complete information about any of these Beldien products. Just fill in the coupon.

Beldien Manufacturing Company

Send me literature about—

<input type="checkbox"/> Grain Drove	<input type="checkbox"/> Grain Box
<input type="checkbox"/> Corn Crib	<input type="checkbox"/> Post-Seed

NAME _____
ADDRESS _____

H. V. KALTENBORN and other big name commentators reported on Behlen farm products in signed print advertisements like this—and in radio commercials.

year's time. The cost per dose was high, and most farmers had never heard of anemia in pigs. Our product would be called Anchor FE-50.

The thrill of a race was in it, too. The supplier, Armour Veterinary Laboratories, was starting to market the same injectable product to veterinarians under the name Armidexan. Who would be the first to lick the introductory headaches?

Our creative group analyzed the odds and decided long copy was an absolute necessity. This was contrary to the short copy Armour had started to run. We felt we had to stress the threat of pig anemia in the farmer's mind, also to make FE-50 acceptable over other methods of administering iron. We bought circulation at two levels, in state and regional farm publications. Our page ads contained lengthy editorial copy practically duplicating a University of Minnesota test result. Our point-of-purchase and literature told the same long story over again.

After six months, the copy emphasis shifted to conditions anemia leads to, plus gain in feed conversion. Then later we changed to a "vitalizing" story.

At year's end, we had achieved what we set out to do.

Not just 1 million doses of FE-50 were sold, but 2 million. Anchor FE-50 was established, and for a while dominated the "do-it-yourself" field. We were appointed Anchor Serum Company's advertising agency.

Both the D-X Sunray Oil Company, Tulsa, and Behlen Manufacturing Company, Columbus, Nebr., are named to be reckoned with in farm advertising. The recent success of both is mainly attributable to one medium with the assist from another. And the media are reverse in the two instances. With D-X, it is radio as No. 1 and periodicals as No. 2. Behlen reverses the order.

7. Farm Magazine-Radio Mix

The D-X Story is the story of the "DX Farm Information Center." A joint creation of the D-X advertising department and this agency, it was established to sell D-X petroleum products to farmers, and attempt to instill D-X brand loyalty to a market noted for price-buying. It is primarily a radio success; but it started four and half years ago as a farm magazine and radio effort.

The "DX Farm Information Center" was conceiv-

(Continued on page 68)



He's got acute politzomania . . . and it's catching!

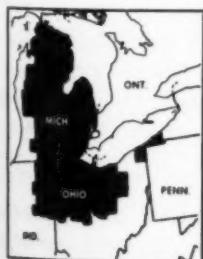
When our sales reps saw the results of the 1961 WJR-Politz Study, they flipped! Now, normally they are quite an aggressive group. But this *really* got them. Their reaction to the contents of the study was far beyond our sales manager's fondest dreams. As one voice, they broke into a chant, "We love Politz, we love Politz!"

Alas, they had contracted acute politzomania.* And all it took was one exposure to one fact: Of the 175 stations mentioned in the 1961 WJR-Politz Study, one station—WJR—had 32% or 2,183,000 of the listeners. Since each rep left the office with his own copy of the complete study with *all* the facts, we thought it best to

pass along a warning to all our friends in advertising:

Be patient. Our reps are so inspired that their enthusiasm just spills over. As they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects for your products. And these prospects are presented in a complete profile according to age, sex, socio-economic status, home ownership, radio listening habits, and other characteristics.

When you have this data in hand, just sit back and relax. Try not to be quite as conspicuous as our reps. But then who can fight politzomania?



The measured area of the Alfred Politz media study extended September, 1961. This area includes 6,801,000 people—ages 15 and older.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christel Co., U. S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco



* **po-lit-zo-ma-ni-a**—newly discovered advertising affliction. Highly contagious. Identified by uninhibited displays of enthusiasm. Always found in WJR sales reps who have 1961 WJR-Politz Study in hand. Time-buyers and ad managers particularly susceptible. Wipes out sales resistance. Appears in flashes of marketing insight. Only known remedy: Sign the order!

Big Farm Media Ideas . . .

(Continued from page 66)

as the name implies to be a farmer-service vehicle. By supplying our rural prospect with broad coverage on late farming techniques, good management practices, government policies, and do-it-yourself money-savers, we would be at the head of the line for his next bulk tank gasoline contract or his next lubricating oil or grease order. We built the F.I.C. around long-established radio farm directors, who have almost star-status on many Mid-western radio stations. These dedicated farm men would give us a ready-made audience of devoted fans. Also, they would provide us with a vast source of authentic, practical, farming know-how.

The three-quarter page ads in the state farm papers, after lengthy analysis of readership studies of all the petroleum farm ads we could find, were laid out to resemble a regular editorial department feature, with "DX Farm Information Center" boldly across the top. Alongside of our "mast-head" was a photo at-mike of the guest radio director. The main feature of the ad was an article on a current farm topic, and subordinate to it was a single column carrying several news items on D-X products. Every straight educational farm feature carried the tag, "For Additional Information, Write . . ."

The air version consisted of three five-minute programs a week, in early morning or noon hour, on 25 key farm stations. Such transcribed five-minute periods in prime farm time were rare and difficult to buy. Also unique was the use and handling of the talent. We generally assigned each farm director a topic that he was personally associated with or his locale noted for. An example of the latter might be Bob Nance of WMT, Cedar Rapids, Ia., discussing on hog diseases.

The farm director would prepare the material (submitting it for approval first), then record it locally, and send it to our radio-TV department to have the recording transferred to discs. We would then furnish discs to all 25 stations for simultaneous broadcast on the same day. Like the ads, each radio program offered free educational material, or the scripts, on the subject covered.

This was the start of the "DX Farm Information Center." After several years the ads were dropped in an economy move, but only after they proved themselves as the best-read farm ads D-X had ever run. (Starch readership figures on one ad varied only from 26 to 16 per cent; a single paragraph buried in the ad achieved higher readership than any previous full-page, two-color farm ad in D-X history). The three-a-week radio programs are now commencing their fifth year on the air.

D-X agents and distributors were fed thousands of sales leads, developed by both air and print. Just short of the first year, mail-pull totaled 31,000 names. And, here's a radio eye-popper: 98 per cent of the radio mail was addressed specifically to "DX Farm Information Center."



Important Pig Medication Advancement

One simple, positive reaction to a new iron compound with the effects of traditional iron in feeding pigs.

Positive New Help When Baby Pigs "Grow Themselves" Into Anemia

Highly Insoluble Iron Compound, Used for Human Medication, By-Product of Making a Major Threat to Little Pig Health

Experimental Tests Truly Reveal:
The outstanding results with FE-50 (iron dextran) have been confirmed by research conducted at the University of Minnesota. The tests proved that the simple injection was sufficient to carry pigs and normal iron requirements through feed to the finish line. For the pigs who were anemic from iron deficiency, the compound brought normal adequate levels of hemoglobin within 7 days. Therefore, the simple injection of FE-50 was the most effective method of curing anemia in piglets. (Write for the full report: University of Minnesota, Station 5000, St. Paul, Minn. 55106.)

Why Feasible on Small-Scale, Backyard?
Under present economic conditions it is absolutely necessary to increase efficiency of every production by eliminating waste time and effort. In feeding pigs, it has been calculated that the cost of producing one pig at birth is approximately \$5.00. U. S. Department of Agriculture figures indicate that the average number of pigs delivered per litter is 8.00. Why lose 100 per cent of the piglets? If you only use more pig per litter, you'll make a big profit on the cost of carrying the whole litter with FE-50.

Anchor Brand FE-50
Anchor Brand Iron Dextran (FE-50) is a highly soluble, highly effective iron compound. It is the only iron compound that is highly soluble in water. It is the only iron compound that is highly effective in curing anemia in pigs. It is the only iron compound that is highly effective in curing anemia in pigs. It is the only iron compound that is highly effective in curing anemia in pigs.

Anchor Brand Iron Dextran (FE-50)
Anchor Brand Iron Dextran (FE-50) is a highly soluble, highly effective iron compound. It is the only iron compound that is highly soluble in water. It is the only iron compound that is highly effective in curing anemia in pigs. It is the only iron compound that is highly effective in curing anemia in pigs. It is the only iron compound that is highly effective in curing anemia in pigs.

LONG COPY in this page advertisement started Anchor Serum Co. way to selling itself out of a difficult-to-promote new iron dextran compound to combat anemia in pigs.

In a short time, D-X became a recognized authority on farming practices, and close association with accepted farm experts further enhanced the D-X image.

The public relations values were incalculable. Special guests on "DX Farm Information Center" ranged from six past and present Secretaries of Agriculture to big officials in business, agriculture, and politics. D-X Serum Oil Company took on new prestige; it was a friend of the farmer, a progressive oil company.

A survey of 10,000 farmers in 1958 reported 67 per cent having heard at least one D-X broadcast, and seven out of ten said they were regular listeners. But does it sell petroleum? One study revealed that of the farmers who had written for and received information and were called on by the local D-X agent, 87 per cent had purchased some D-X product.

As this issue of MEDIA/SCOPE goes to press, radio F.I.C. is going strong. The mail response to just the recent programs offering special materials is more than 5,000 requests. A hot-off-the-griddle farmer survey

(Continued on page 70)



three minutes from the cash register

Approved Outdoor Advertising strives to be located on arteries that lead to the store.

Approved Outdoor Advertising would be approved neither by business nor the public if it violated both sound business judgment and good taste by appearing helter-skelter on the nation's rural highways.

For the Standardized outdoor medium — which is the only kind represented and promoted by OAI—is sold and bought as a marketing tool to reach prospects one-two-three minutes from the cash register.

Because our Approved Outdoor posters and painted bulletins give the last visual picture of the product before the prospect enters either the store, the tavern or the dealership, we must stay on arteries leading to business.

This makes sense to us because it makes sense to advertisers. Particularly to marketing managers and others concerned with the rising costs of distribution.

Particularly to marketers who know that in this do-it-yourself age no one recommends a brand in the store; since fewer than one-third of supermarket shoppers make buying plans at home, the sale must be started en route.

Guiding the hand to the shelf or the car to the pump is one of the key purposes of advertising. For this call to action you can count on Approved Outdoor—the medium that's only three minutes from the cash register! APPROVED OUTDOOR . . . the smart money answer to today's tough marketing situations. Approved Outdoor represented nationally only by

Outdoor Advertising Incorporated

360 Lexington Avenue, New York 17, New York. Phone: MU 2-2800

Offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco, Seattle

Big Farm Media Ideas...

(Continued from page 68)

D-X top spot among the respondents "recalling petroleum advertising," and 85 per cent of them credit radio.

This independent network idea, as time has proved, is sound. It gives complete flexibility of programing. It can vary from twice a week to five times. And the simultaneous broadcasting allows mass merchandising of the entire network and this type of closing statement: "And tune in Wednesday at this time when D-X brings you Mal Hansen from Omaha talking on"

A hidden cost factor in a success of this type is mail handling. It can almost run away with you, especially when you start receiving friendly, unsolicited letters. All mail is handled by us on a non-profit basis.

8. Big Names for Behlen

The rise of Walter D. Behlen of Columbus, Nebr., and his steel fabricating manufacturing concern (corn cribs, grain tanks, farm buildings) is a chapter right out of Horatio Alger. His is a biography editors love, and perhaps you have read it in *Time*, *Reader's Digest*, or *Fortune*.

Mr. Behlen was an express truck driver in this small town, 85 miles west of Omaha, when in 1940 he dug deep in his small savings to find money to run a 28-line ad in a poultry magazine. His mail-order item was an inexpensive egg case lid-clamp he had invented in his off-hours. The \$25.00 ad produced encouraging results, and he was off! Today, his Behlen Manufacturing Company has an advertising department of a dozen persons with an annual budget of six figures.

It is an interesting account all the way, where the inventing derring-do of the boss has been extended to the advertising department. For example, at the insistence of C. V. Jones, sales vice president, and J. R. Warner, merchandising director, it is almost an annual event for all farm media representatives calling on the company to be invited to a day of golf and fun, as an expression of Behlen's appreciation. Man bites dog!

Behlen's early advertising, primarily in the state and regional farm publications, consisted of small ads on each of their individual products. Depending on the selling season or volume of a product, chances were that a single issue of a farm publication might contain three or four separate Behlen ads. Before long, we decided to take the prestige route, and group our products in one full-line ad.

Our pursuit of prestige and hoped-for recognition by dealers as a force in the industry led us to a subtle sales obstacle: Columbus, Nebr., population 10,000, could not seriously compete, in the estimation of the dealer or farmer, with Cleveland, Detroit, Kansas City or Chicago.

To combat this, we expanded to buying large-space ads, and let our product story be told in the words of

big-name reporters. Two of them, Lloyd Burlingham and Alex Dreier, were Chicago radio network names with long years of farm broadcasting. Our third reporter had no farm background, but his broad national appeal made him even more exciting; he was the venerable H. V. Kaltenborn. We retained him at an opportune time, immediately following his national TV appearances at both 1954 political conventions.

The reaction among Behlen salesmen, dealers, and customers was just what we wanted, "Here's a corner

A Fling at Network Radio

Two years later, much to the horror of farm media station representatives, Behlen took a fling in network radio. We assumed sponsorship of a regional 7:00 A.M. 15-minute Saturday morning farm program that Alex Dreier and Lloyd Burlingham had jointly worked on NBC for more than 12 years. Thirty-seven stations were scheduled.

The radio experts outside the agency decried this purchase. Network radio was about dead! Try and get listenership figures for Saturday morning! The local farm directors are No. 1 with farmers, not someone from Chicago!

All critics were answered the same: "We don't care if we have one farmer listening. We want the merchandising. We want to tell our dealers we are on the NBC network. We want our point-of-purchase to tie the Behlen name in with NBC and Monitor. We want our farm pages ads to feature Alex Dreier and Lloyd Burlingham."

We carried the program for 39 weeks. It was an excellent buy for the money, and with the merchandising, we easily got our investment back.

All these endeavors put Behlen, and Columbus, Nebraska, squarely on the map.

Currently, farm magazine ads are enjoying readership scores and mail response equal of anything we have ever done. The format is simple: our large-space ads duplicate in appearance the always-popular "What's New" product column found in almost every farm book. The ads in the upper lefthand corner carry a small editorial-department-type heading, or logo, then Behlen product photos follow complete with captions. There is no company logo, no action tag line asking for inquiries. The Behlen name is buried in each caption and that is all. (Robert Theilen, advertising manager, rates a bow for daring to try this technique.) A similar format in the July 2, 1960, *The Farmer*, won the Readex Advertising Achievement Award for highest readership.

That's how we work to make little farm accounts into big ones here in Kansas City. And selecting media, weighing it from all possible angles, is a decided factor. We buy media as if we were spending our own money.

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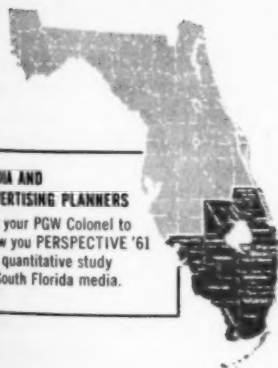
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1960, The
ment Award

November 1961



**MEDIA AND
ADVERTISING PLANNERS**

Ask your PGW Colonel to
show you PERSPECTIVE '61
—a quantitative study
of South Florida media.

Metropolitan Miami has now become a member of the magic circle of American cities with populations of one million or over. This means Miami joins that distinguished group of 15 cities which account for one-third of America's population and retail buying power. Today, the population of the vast South Florida market is 1,850,000—and only WTVJ among all media covers it totally, with one signal, with circulation greater than any other TV station, greater than any newspaper.

WTVJ



**TELEVISION IN
SOUTH FLORIDA**

A Wometco Enterprises, Inc. Station • South Florida's Largest Daily Circulation

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



The Future of Spot Radio Sales

- ☐ *Because marketing men need directed forms of communication . . .*
- ☐ *And because radio is a logical means for reaching segments of the market in depth . . .*
- ☐ *Radio should switch its objectives from broadcasting to narrowcasting . . .*
- ☐ *And put its sales emphasis on the kind of listeners rather than on the number of listeners.*

By Dr. Jaye S. Niefeld

RADIO WENT through some tough sledding a few years ago. In the last couple of years, however, radio has begun to sound much more lively. But very few radio stations are able to boast a consistent delivery of both large and loyal audiences. What they do have is selective cover-



Dr. Niefeld is vice president and director of Clinton E. Frank, Inc., having previously served as director of media and research of Keyes, Madden & Jones, and as director of advertising research at McCann-Erickson, Inc. He secured his B.A. in economics at the University of Minnesota, his B.S. in international commerce at Georgetown University, and his Ph.D. in social psychology at the University of Vienna.

age, and therein lies the opportunity for radio.

Advertising is a *directed* form of communication. We no longer assume that everyone is an equally profitable prospect for our product. Instead, what we have is a relatively small market segment which accounts for the bulk of the sales of almost all products — even those we normally consider as mass consumption products. What the agency — in its marketing strategy attempts to do is, first — to *define* the people who represent the most logical prospects for a given product. We can call this group the “target group.”

Surprisingly, even the so-called mass consumption products can ignore the bulk of the U. S. households and still dominate the market. For example:

16 per cent of U. S. households buy
64 per cent of packaged flour
15 per cent of U. S. households buy
63 per cent of frozen juice
16 per cent of U. S. households buy
50 per cent of household cleaner
40 per cent of U. S. households buy
85 per cent of the toothpaste

In a similar vein, only 15 per cent of U. S. households account for over 50 per cent of all liquor consumed in the country. If a liquor company could get the business of only one

family out of seven, it would represent the dominant force in the liquor market by far — and could easily forget about trying to reach six out of every seven U. S. families.

There are, then, in almost every product field, a hard core of “heavy buyers” or “heavy users” who should be the primary target for the advertiser. The characteristics of this consumer target group may be geographic, psychological, economic, or something else. For example, some people purchase more heavy winter overcoats than others, simply because they live in a climate where the average mean temperature is too low to do anything else.

In many cases, however, the explanations are not nearly so simple. Why, for example, is one person a “heavy smoker,” while another is a comparatively “light smoker?”

If we are treating our advertising as a *directed* communication, we must take into account not just cigarette smokers, but also specific types of individuals who constitute the most logical market for our brand of cigarettes, as well as for the brand of cigarettes from which we would hope to acquire additional share-of-market. The characteristics of each of these groups must be determined, since each frequently requires special

(Continued on page 74)

*Available
Now!*

2nd

**ANNUAL
TOP TEN BRANDS
STUDY**

A
PRIMARY
TOOL FOR
SOUND
MARKETING
AND
PLANNING
IN THE
GREATER
DETROIT
MARKET

The Free Press

offers you the *current* and *continuing* study of the ever-changing profile of the Greater Detroit Market.

The second annual Top Ten Brands study now enables you to make comparisons with last year. It provides basic data about current incomes, buying power and brand preferences in the combined ABC City and Retail Trading Zones.

You'll find consumer preferences in this market for Foods, Automobiles, Cosmetics, Toiletries, Appliances, Tobaccos, as well as data on buying locations and retail shopping habits.

This current and continuing research gives profitable direction to your Detroit marketing.

●
To arrange for your Top Ten Brands study clinic, or get additional information, call or write Cyril Brown, National Sales Manager—or our National Representatives.

The Detroit Free Press

MICHIGAN'S ONLY MORNING NEWSPAPER
NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

(Continued from page 72)

treatment in terms of advertising appeals.

Radio has perhaps been somewhat slow in falling into line with this type of marketing strategy. Radio has tried to maintain its self-image of being a mass medium — first for historical reasons, but more importantly because its facilities for transmitting programing and advertising are broad in coverage.

Physically, radio is a mass medium. But television has gained the mass audiences — to the extent,

on the average, that about 60 per cent of U. S. households are tuned to television during the average evening hour, and the average network show recruits 20 per cent or more of U. S. homes. Radio, in trying to compete with television as a mass vehicle, has had to be content with program ratings that average as little as 3 per cent of the potential audience — or less, even in prime hours.

In fact, radio has tried to knock heads with television as a mass entertainment vehicle — and lost.

Other media have encountered the

same problems. Magazines, for example, were very hard hit by the advent of television, but many of the publishers embarked on a strategic maneuver which has done a great deal to modify the impact of television. Some magazines have grown impressively during TV's strongest growth period. These publications have recognized that they cannot be all things to all people — and have concentrated on reaching one or two segments of the market rather than the entire market.

The publications that have done particularly well are magazines such as the *New Yorker* with its appeal to a sophisticated consumer segment; *Sports Illustrated* with its appeal to sporting enthusiasts; *McCall's* with its appeal to middle and upper middle income women; and the business news publications with their emphasis on specialized news and financial coverage.

Conversely, large general magazines have encountered problems because of their generalized content — and recently have undertaken various changes to hypo circulation, such as redoing their formats and underwriting expensive consumer promotions to increase circulation.

Following the trends in the publishing field, some radio stations have been able to maintain healthy growth pictures, and many of these have also been in the specialized fields — Negro radio, farm radio, certain of the first good music stations, and so on. It is reported, for example, that Negro appeal stations have increased 225 per cent in the last five years.

On the other hand, those radio stations which have resorted to generalized formula programing with a little bit for everybody have had some pretty tough sledding. What with so many stations sticking to a format of music and news, there has been little incentive for the listener either to stay with a station or to switch to another station.

This kind of programing obviously makes it very difficult for the media strategist to develop a radio buy

(Continued on page 76)

TO SELL

CHURCHES • SUNDAY SCHOOLS • SEMINARIES AND OTHER CHURCH-RELATED SCHOOLS • CHURCH-CONTROLLED MEDICAL AND WELFARE INSTITUTIONS . . . i.e., THE PROTESTANT CHURCH MARKET ADVERTISE IN



CHRISTIANITY TODAY

COVERAGE — 180,000 ministers and lay leaders in all major denominations, including executives and board members of schools and church controlled institutions

NO-WASTE CIRCULATION — Every reader a buying influence

READERSHIP — Highest readership among religious magazines

Write today for market folder "The Protestant Church and Institutional Market" with pertinent information, circulation and editorial analysis, rates and data.

CHRISTIANITY TODAY Dept. M
Washington Building, Washington 5, D. C.



**Metal Products
Manufacturing
sells
manufacturers of
METAL FURNITURE**

See Talk-All in Aug. or Sept. 1962



SOMETHING MISSING . . .

(like California without the Billion-Dollar Valley of the Bees). Your advertising may be capable of a fine performance, but that doesn't help if the audience isn't there. Be sure your California marketing plan includes a campaign for the 27-county market covered in depth by the three Bees. It's a market with more disposable income than any one of 25 entire states. Check the three discount plans today.*

Data Source: Sales Management's 1961 Copyrighted Survey



McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE



The Bees give national advertisers discounts on ① bulk ② frequency; or ③ standard pages. Check O'Mara and Ormsbee for details.

(Continued from page 74)

which pinpoints his target group. Because the media buyer has only a vague image of the audiences of various radio stations, it is difficult for him to select any particular radio station over any other when setting up a schedule — except on the basis of cost, which is seldom an adequate yardstick.

The answer, it seems to us, is to have the stations aim for only one or two segments of the market and be content with doing a real job of covering these groups in depth — as

opposed to trying to be all things to all people and therefore being relatively little to anyone. The next step, then, is to provide media buyers with documentary evidence of a station's audience characteristics.

Look at the problem of the media buyer who is asked to develop a campaign for a luxury-priced automobile. He immediately begins to think of the audiences of various radio stations and to look at each of these stations to find whether any one offers him a sufficiently high income group — with relatively little waste. Conversely, the

manufacturer of evaporated milk looks for a completely different audience in terms of income, and his media buyer analyzes stations to try to determine where he can reach a relatively low income group — with little waste. The owner of an art gallery, or the sponsors of a symphony concert are looking for a reasonably sophisticated audience, and their media buyers want to find a radio station which will give them coverage of this kind of audience — with very little waste.

Notice, the emphasis here is always on the *kind* of listener, not on the *number* of listeners.

In effect, then, as advertising agencies recognize the rather narrow limits of their "target groups," the more important it is for radio stations to demonstrate coverage in depth of market segments, as opposed to broad geographic coverage. In effect, what we are saying is that we believe the future of radio as a successful advertising medium may well lie in the transformation of radio broadcasting to narrowcasting.

Radio stations must determine what kinds of audiences they want to deliver and then deliberately undertake programming which will secure that kind of audience. It is impossible to have equal appeal to every segment of the audience, and it is a mistake, even from a purely selfish viewpoint, for stations to try to appeal to everyone.

In every market, there is only one station which can claim the largest audience at any given time. This means that if we are to use simply mass coverage as our criterion for media buying, one, or perhaps two stations in each market will ultimately get the lion's share of the business.

If radio stations can succeed in really differentiating themselves from their competitors, we are going to be in for some *really* dynamic changes in radio. Buyers in agencies and advertisers will certainly respond to what will be a truly effective selling approach. In this marketing approach lies the real future of radio.

MORE IRREFUTABLE EVIDENCE...

51.3% of metalcasting readers are in plants employing 100 to 1000 or over

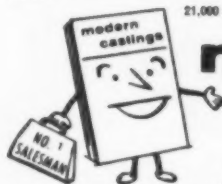
Volume, quality buying power! This is what you can expect from Modern Castings, the *action* magazine in metalcasting. A new "Metalcastings Market Profile Study" conducted by Chilton Research for Modern Castings reveals conclusive, irrefutable evidence of quality readership. Study shows 51.3% of metal casting readers are from plants employing 100 to 1000 and over. 85.4% participate in purchasing decisions, 77.2% help determine product specifications. 69.3% participate in selecting brand or manufacturer.

These high spots are amplified by voluminous data showing why Modern Castings is the *must* magazine for your advertising in the metalcasting field. Send for research report TODAY!

the **action** magazine in
metalcasting for executives
who can do something about
"Technology-for-Profit"

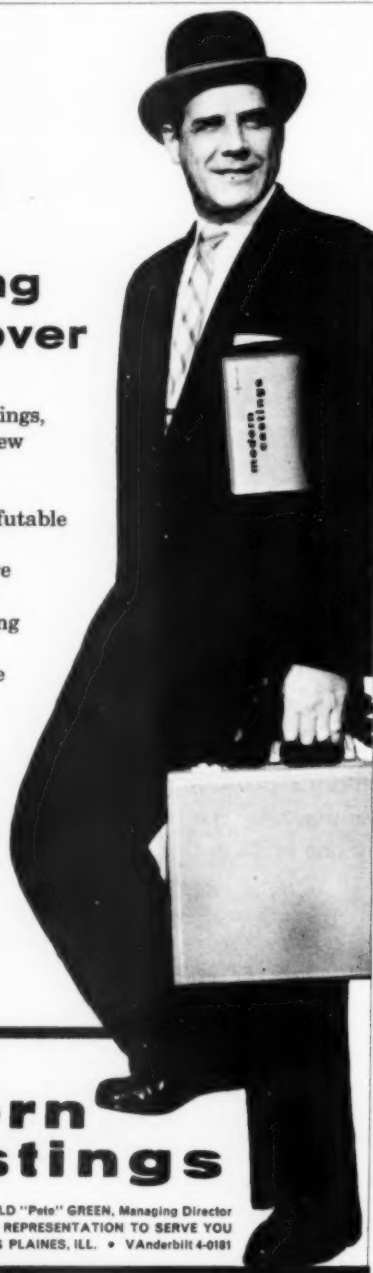
MC-614

21,000 circulation



modern castings

HAROLD "Pete" GREEN, Managing Director
NATIONWIDE REPRESENTATION TO SERVE YOU
GOLF & WOLF ROADS • DES PLAINES, ILL. • VANDERBILT 4-0181



**Metal Products
Manufacturing
sells
manufacturers of
APPLIANCES**

See T&E-AS in Aug. or Sept. 1988

LET'S FACE IT..... *by Volpe*



*Starting as the handsome star of Hollywood musicals, a combination of talent and driving power has made this famous actor one of the industry's top-ranking movie and TV producers? Who is he?

THIS PICTURE REVEALS WHAT DRIVING POWER CAN DO

Regular advertisers are aware of the driving power of this newspaper. For example, in 1960 Herald-Express families accounted for food sales of \$408,327,300, and automotive sales in excess of \$298,287,200. Did you get *your* share of this tremendous volume?

Compare the Herald-Express market with both Pittsburgh and Cincinnati. This newspaper's coverage exceeds these 2 cities *combined* by over 44,000 households. For sales success, it's the Herald-Express—West's largest P. M. paper and the No. 2 Daily in America's No. 2 Market.

Los Angeles Evening

HERALD-EXPRESS

Largest Evening Newspaper in the West

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT,



Dick Powell

ANA Calls for New Goals In Ad Measurement



■ *Advertising management urged to set specific tasks that advertising can do.*

■ *Association's project X is presented as book on defining advertising goals.*

■ *Then, and only then, says ANA, can truly meaningful results of advertising be measured.*

■ *Suggestion is that results should be measured in terms of attitude change.*

■ *Readership and audience data called no proof of results.*

THE ASSOCIATION of National Advertisers completed this month its long-awaited Project X, a study into ways and means of securing better measurement of the results of advertising. The Association delivered its findings in a copyrighted book, the title of which indicates the major conclusion of the report.

Title of the book is "Defining Advertising Goals for Measured Advertising Results." Major conclusion of the book is that success in the measurement of advertising results hinges on the predetermination of reasonable and relevant goals for advertising — a basic that ANA investigators apparently found lacking in previous work in this area.

The report explains at some length its reasons for calling definition of goals the key to measurement. It also presents some 23 case histories to prove its point, and to show how the concept can be applied.

Genesis of the Report

In a foreword to the report, Roger H. Bolin, director of advertising, Westinghouse Electric Corp., points out that the work developed from the appointment in the spring of 1959 of an ANA committee to investigate the most pressing questions regarding advertising of its members.

"Interest is focused," he writes, "on getting better measurement of the results of advertising, not simply in terms of the size of the audience reached, but in terms of what advertising contributes to sales and profits in relation to its cost.

"Advertisers believe better sticks can be forthcoming and eventually will be helpful in making decisions on: The amount to spend on advertising; how to allocate expenditures by products and markets; how to judge the share of advertising that should be devoted to near-term sales payout as opposed to long-term investment. The main task for the ANA committee in charge of this study is in developing a sound course of action which would ultimately provide the answers to these and other basic questions." The development of a sound course of action is approximately what Russell H. Colley, management consultant who edited ANA Advertising Management Guidelines Series, has done in the writing of the new book.

Two Premises

Mr. Colley's thesis is based on two premises:

1. It is virtually impossible to measure the results of advertising unless and until the specific results sought by advertising have been defined.

2. Advertising results can be measured if specific advertising objectives are first defined.

He then goes on to point out that too often the objectives set for advertising are broad marketing objectives rather than advertising objectives, and that it is not meaningful to measure the resultfulness of advertising in terms of such broad objectives as marketing and sales goals, affecting as they are by many elements in addition



ANA TOP EXECUTIVES who influenced preparation of new report on "Defining Advertising Goals" (left to right): John Veckly of U. S. Steel, new chairman of ANA; Roger H. Bolin of Westinghouse, retiring as chairman; and Peter Allport, president. They give the late Paul B. West, former president, credit for initiating the investigation three years ago.

letter to advertising. Mr. Colley calls this "the application of the principle of management-by-objective to the field of advertising"; and seeks in the report to present not a research technique but a management technique.

Although the report lists 52 tasks that may be assigned to advertising, it keeps referring back to the idea that an advertising goal should be thought of as a specific communication task, to be accomplished among a defined audience to a given degree in a given period of time.

Typical Case History

The case histories in the back of the report show what this means in practice. For example, an overseas airline service viewed its prime market as 250,000 people who had made two or more overseas trips. Its

marketing goal was a 10 per cent gain in passenger loadings, which would produce a 30 per cent gain in net profits. The part that advertising was to play in reaching this marketing objective was to be the building of an image. Advertising's goal was to communicate an image of luxury airline service to an additional 20 per cent of the people in this prime market.

Rather than measure advertising in terms of either sales increases (to which other activity by both the advertiser and its competitors might contribute) or in terms of advertisement readership (not a measure of the attainment of the specified goal), the airline chose another method. Mail questionnaires were sent out periodically (before and after advertising) to a representative sample of several hundred prime prospects. Questions were asked to determine: awareness of the airline, image of its

service, and preference of airline to use on next overseas trip.

Results of this continuing study showed a measurable change in image of luxury airline service for the advertiser among prime prospects from 9 per cent to 24 per cent in one year.

In this way a reasonable and relevant goal for advertising was set — and measured. Other case histories, of course, are concerned with very different situations; but all of them demonstrate the way that advertising goals can be defined separately from marketing goals, and measured for the extent to which the advertising goals were achieved.

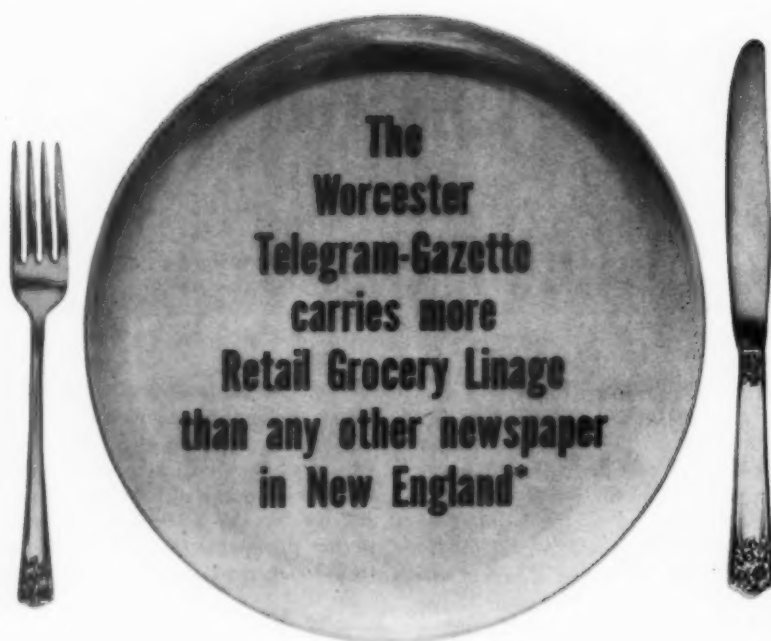
Theory of Management

Considerable attention is devoted in the report to advertising management theories. There are chapters on "The Power of an Objective," "How To Go About the Job of Defining Advertising Goals," and "Advertising's Job in Your Business." There is advice on putting advertising goals in writing, and securing general agreement on those objectives throughout company management — and similar instruction for ANA members. It is a basic text on advertising that will doubtless be useful both to professional advertising managers and to non-professional advertising executives in companies where an understanding of advertising's purposes and measurements are important to all top executives.

One of the most significant
(Continued on page 80)



AUTHOR of new ANA report, Russell H. Colley, management consultant.



What a fabulous
plate to set
before the
food
advertiser.

*Source: Media Records Inc. 1960

(Continued from page 79)

sections of the book is that in which several well-established advertisement measurement methods are discussed.

It points out that audience research, media research, and copy research are not the concerns of this book, because "measuring advertising results, as used here, refers to the systematic evaluation of the degree to which advertising succeeded in accomplishing predetermined goals."

The book then goes on to deplore what it calls "a great measurement gap" lying between exposure data and measurements of the extent to which people are influenced by advertising. "Measuring people's exposure to advertising," says the report, "does not fulfill today's increased demands. It will be replaced; it will be supplemented by another dimension."

One of the more interesting media considerations that comes up in the book is the extent to which buying influences for products, especially in the industrial field, may be multiple—suggesting the use of many different media to reach varying interests of the many people involved in modern industrial purchasing and management.

It deplores the idea that companies are buyers, pointing out that markets—be they consumer or industrial—are made up of people.

It then relates the study of who buys to the setting of advertising goals in terms of specific numbers of persons of various types, developing a mix of people whom it is desirable to reach. Thus media-market goals and the extent to which persons in each of several media-markets are influenced by an advertising program become a part of the advertising plan.

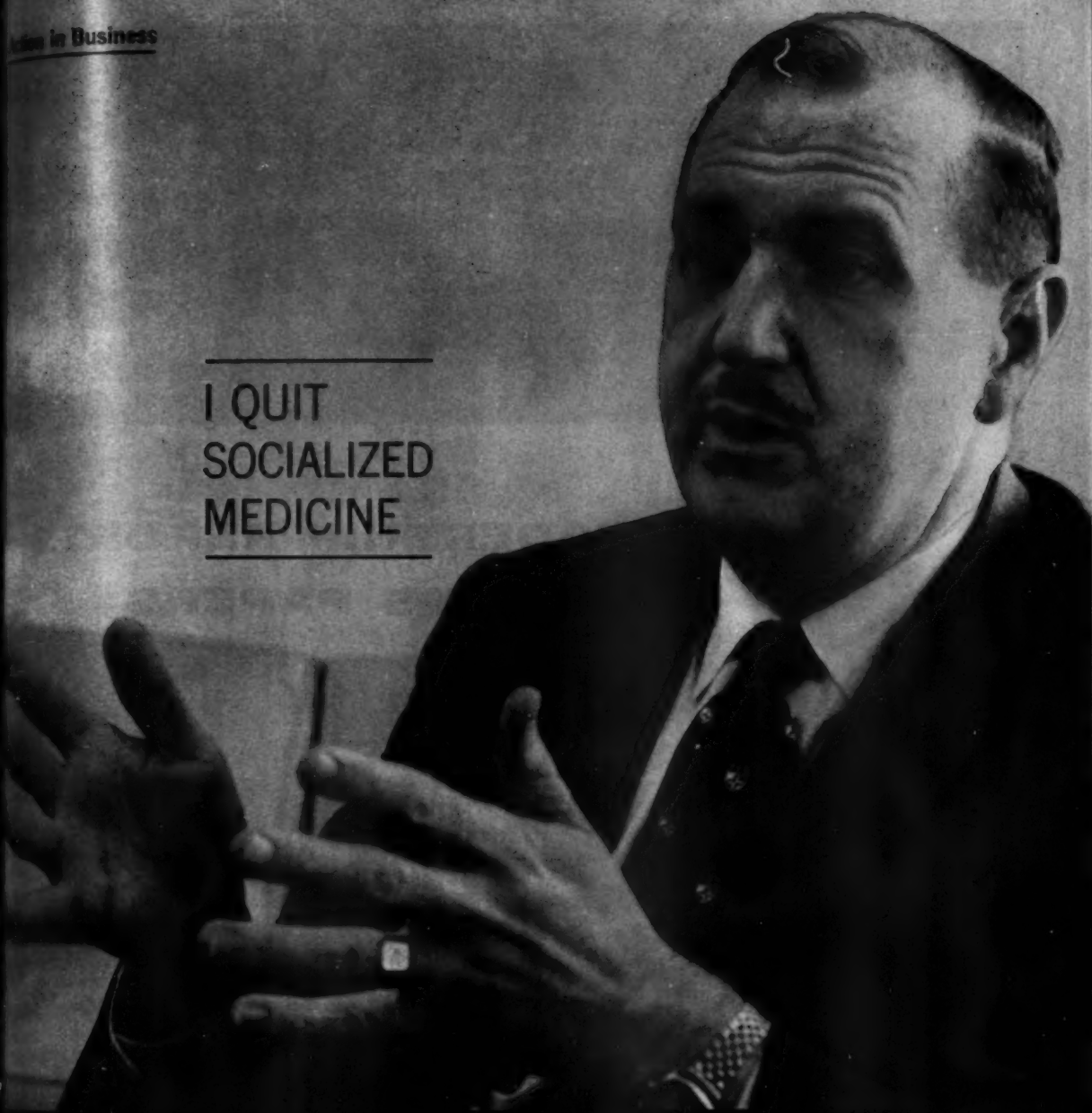
The extent of influence in a media-market, the book says, can (and can) be measured in terms of attitude change.

*The ANA's definition of exposure—"readership and audience measurement services."

M P M Metal Products Manufacturing sells manufacturers of **VENDING MACHINES**

See Yellow Pages in Aug. or Sept. 1960

I QUIT SOCIALIZED MEDICINE



429 EXECUTIVES, COMMUNITY LEADERS PURCHASED 64,032 REPRINTS OF THIS REPORT

Dr. E. Lloyd Dawe, physician, surgeon, psychiatrist, practiced under Britain's National Health Service until discouraged by government interference, he came to the United States. Writing in July Nation's Business, Dr. Dawe urges Americans to profit by "lessons taught in Britain," reject proposed compulsory health insurance here. Within the month, the article was reprinted in the Congressional Record . . . corporation presidents, professional men, community "thought leaders" purchased over 50,000 extra copies . . . newspaper editors sought permission to reprint. American Medical Association ordered 5,000 copies . . . Blue Cross bought 400 . . . American Hospital Supply Corp. wrote for 18,000 . . . Association of American Physicians and Surgeons purchased 10,000 . . . Utah Power & Light bought 2,300. Business and community leaders respond in similar fashion, month after month, to Nation's Business authoritative reports on national issues, management skills, government trends. And advertisers find that, in this substantial, responsive audience . . . action in business results when you advertise in **Nation's Business** WASHINGTON



MEDIA DATA

- 129 business publications offer advertising readership services in 1961.
- Reports on advertising readership produced by these publications will come to 734 by the end of the year.
- Those publications that offer readership services are producing reports at the rate of six a year.
- Almost all that offer services also offer an audit of circulation.
- However, in 110 out of 163 industrial classifications listed in SRDS no publications report advertisement readership.

**The who,
what,
and how often
of ...**

AD READERSHIP REPORTS IN BUSINESS PAPERS

By J. Wesley Rosberg

J. Wesley Rosberg is senior vice president of Buchen Advertising, Inc., Chicago, where he has guided the agency's considerable research into industrial advertisement readership and psychological factors in industrial marketing. He has served as chairman of the projects council of the Industrial Advertising Research Institute, president of the Chicago chapter of the Association of Industrial Advertising, and as member of the technical committee of the Advertising Research Foundation.

A FACTOR OF GROWING IMPORTANCE to the buyers of business publication space is the activity of publications in studying advertisement readership. Although this subject has been discussed at length from the point of view of the researcher and of the copy writer, considerably more could be done to analyze readership reports from the media buyer's point of view. This discussion seeks to do that.

All of the data shown are based on the best information available to us with respect to which publications are using advertising readership studies in 1961.

We find that 129 business publications (26 Canadian and 103 U. S.) have advertising readership report services available in 1961. Of the 26 Canadian publications, 11 announced the availability of a total of 38 reports.

The remaining 15 publications (all published by Hugh C. McLean of Canada) are covered by their own Readership Report Service, and do not make advance announcements on the number or dates of issues to be studied. The 103 U. S. business publications that have announced studies offer a total of 696 separate issue reports. This gives us a grand total of 734 advertising readership reports definitely known to be available on U. S. and Canadian business publications in 1961.

Use of Commercial Services

How these 129 publications break down according to their usage of the various commercially available readership services is illustrated in Figure 1. We have classified

(Continued on page 84)

**ANOTHER BOSTON TRADITION
BITES THE DUST**

VOOM!

Boston is booming. New buildings, new industries, new highways, new excitement — and a new No. 1 newspaper. A new study in consultation with the Advertising Research Foundation proves that The Boston Globe is first choice in every category of newspaper audience. For just one instance, we have more readers in the acquisitive 18-44 age group. These Buying Bostonians represent 61.5% of all adults earning \$10,000 and up. They are your prime upper-

income prospects both now and in the future. One-third of the Herald-Traveler's lead in the older bracket (45 years and more) comes from readers who are beyond the retirement age of 65.

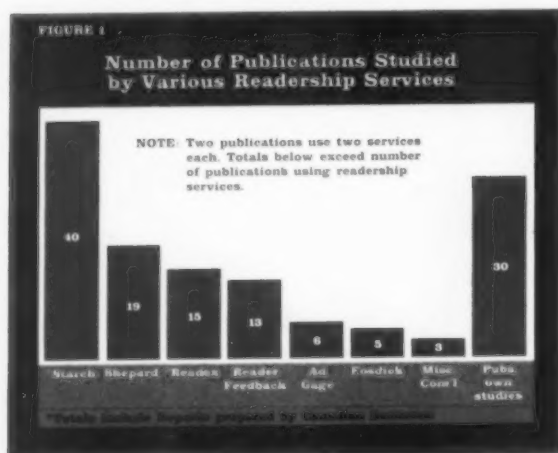
So forget all you think you know about Boston and Boston papers. Get all the new facts in the new brochure featuring highlights of the study: "The Buying Bostonians." For a copy call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

AD READERSHIP REPORTS...

(Continued from page 82)



Reader Feedback (a service of McGraw-Hill's Research Department) and Ad Gage (a copyrighted name and technique of Penton Publishing, though operated by an independent contractor) as commercial services, because they are available for use by other publishers. Miscellaneous commercial studies include those conducted for individual publishers by companies other than the recognized specialists in this field, such as Starch, Shepard, Readex, and Fostick. Classified under Publishers' Own Studies are all other studies not known to be completely supervised by an independent research organization. The use of advertising readership services is by no means confined to the large-circulation publications. As a matter of fact, more than half the publications using such services have less than 30,000 circulation, as shown in the following table:

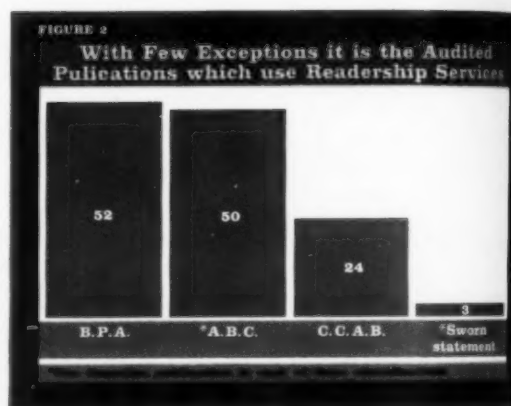
Number of publications offering readership services by size of circulation

Circulation	Publications
Under 10,000	20
10,000 to 20,000	30
20,000 to 30,000	18
30,000 to 40,000	12
40,000 to 50,000	17
Over 50,000	29
	126

Note: Separate editions of *Petroleum Engineer* are grouped in this table, so total comes to 126.

The one thing that almost all publications which offer advertising readership services have in common is the fact of their membership in one of the three major U.S. and Canadian audit bureaus — ABC, BPA or CCAB. Only three of the 129 publications studied do not offer an audit of circulation, whereas 52 are BPA audited, 50 are ABC audited, and 24 are CCAB audited.

From the media buyer's point of view, perhaps the most important part of this analysis appears in the accompanying table. In this table we have classified all of the publications which offer advertising readership studies according to the Standard Rate & Data Service classes. Only those classifications in which publications offer readership services are shown. Publications which are listed in more than one SRDS classification have also received duplicate listings in this table. Media buyers should find this listing helpful when selecting publications in connection with copy research programs, as well as in media selection.



Much Progress Made

It can be truthfully said that a great deal of progress has been made in encouraging business paper publishers to make advertising readership studies available for advertisers and their agencies. In 1946 such studies were available on a continuing basis for only two publications as contrasted to the 129 publications that offer them today. Despite this fact, advertising readership studies are available in only 53 of the 163 industrial classifications shown in Standard Rate & Data Service.

While it must be granted that many of the classifications in which no readership services are available are of fairly marginal interest to the bulk of business paper advertisers, there are still a number of extremely important business classifications in which we do not have

(Continued on page 86)

TODAY IN CANADA



253,547 people*
will
read

THE EDMONTON JOURNAL

will they get your sales message?

Right now, Edmonton represents one of Canada's wealthiest markets!

They spend big here. Retail sales amount to over \$415,200,000 out of a personal disposable income of over \$507,800,000—more than the combined total of Sarnia, Sudbury, Saskatoon and St. Catharines.

To sell this lush market, you must use The Edmonton Journal—the city's strongest selling

medium and the only one that reaches all of the metropolitan area day in and day out!

Circulation 108,562 A.B.C. September 30, 1960
*15 years of age and over

You get action when you advertise in
THE EDMONTON JOURNAL

A Southam Newspaper



The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR

THE WINNIPEG TRIBUNE
THE CALGARY HERALD

THE NORTH BAY NUGGET
THE EDMONTON JOURNAL

THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

AD READERSHIP REPORTS...

(Continued from page 84)

access to information on advertising readership. Perhaps if the media buyers will learn to recognize these studies as a valuable adjunct to their jobs, just as the research

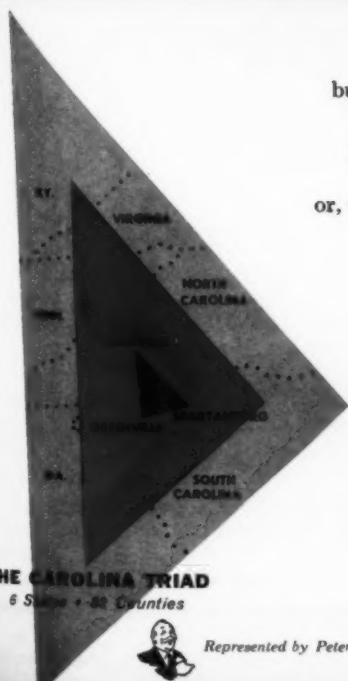
and creative people have done, even more progress can be made in encouraging new publishers to make these studies available.

Analysis of SRDS Classifications Listing Publications Using Readership Services

SRDS Class.	Publications	Readership Service	No. of issues studied in 1961	SRDS Class.	Publications	Readership Service	No. of issues studied in 1961
1. Advertising, Marketing							
Industrial Marketing	Starch		6	Electrical Contractor and Maintenance Supervisor	Starch-Canadian		3
Media/scope	Advertising Impact Measurement Service		6	*Electrical Construction and Maintenance (41-69)	Reader Feedback		6
Printers' Ink	Mills Shepard		6	Electrical Digest	Starch-Canadian		6
2. Air Conditioning, Heating				Electrical Digest News and Engineering	Reader Report Service-Canadian	To be announced	1
*Consulting Engineer (41)	Reader Recall		6	Electrical West	Readerscope		1
*Domestic Engineering (115)	Starch		4	Electrical World	Mills Shepard		200
Journal of Plumbing, Heating and Air Conditioning	Mills Shepard		6	*Electrified Industry (69)	Mills Shepard		4
				*Plant Engineering (19-69-85A)	Starch		4
4. Architecture				39A. Electronic Engineering			
*Building Products (19)	Starch		2	*Aviation Week (7)	Reader Feedback		14
Progressive Architecture	Starch		6	*Control Engineering (28-69-120)	Reader Feedback		6
Western Architect & Engineer	Readerscope		1	*Electronic Design (120)	Reader Recall		6
Canadian Architect	Reader Report Service-Canadian	To be announced		*Electronic Equipment Engineering (120)	Mills Shepard		2
Architectural Forum	Readex	6-more to be announced		*Electronic Industries Electronics	Starch		4
6. Automotive				Military Systems Design	Reader Feedback		6
Canadian Automotive Trade	Starch-Canadian		3	*Proceedings of the IRE (122)	Fosdick		6
Jobber Topics	Readex		12				
Motor Age	Starch		4	41. Engineering, Construction			
*Super Service Station (111)	Mills Shepard		4	Canadian Consulting Engineer	Reader Report Service-Canadian	To be announced	6
7. Aviation				Concrete Products	Readex		6
Airlift	Mills Shepard		3	*Construction Equipment (128)	Starch		4
*Aviation Week (39A)	Reader Feedback		14	*Consulting Engineer (2)	Reader Recall		6
Missiles & Rockets	Mills Shepard		6	*Contractors & Engineers (128)	Fosdick		6
Space/Aeronautics	Starch		6	*Electrical Construction and Maintenance (39-69)	Reader Feedback		6
9. Baking				Engineering & Contract Record	Reader Report Service-Canadian	To be announced	6
Bakers Weekly	Mills Shepard		6	Engineering News Record	Reader Feedback		4
Baking Industry	Readex		8	Modern Concrete	Ad Gage		4
14. Boating				43. Exports, Imports			
Boat & Motor Dealer	Readex	3-6 issues to be announced		Ingenierie International (Industria)	Readex		6
19. Building				50. Food			
*Bldg. Materials Merchandiser (62)	Hav-Red		4	Food Engineering	Mills Shepard		4
*Building Products (4)	Starch		2	54. Furniture-Upholstery			
American Builder	Mills Shepard		6	Furniture & Furnishings	Reader Report Service-Canadian	To be announced	6
Building Products Dealer	Starch		1	55. Gas			
*Plant Engineering (39-69-85A)	Starch		4	American Gas Journal	Reader's Choice	1 & 1 tentative	3
19A. Building Management				*Appliance Manufacturer (39-88)	Ad Gage		3
*Better Bldg. Maintenance (69-71-1318)	Readex		12	61. Grocery			
20. Business				Canadian Grocer	Starch-Canadian		3
Business Week	Starch		52	Nargus Bulletin	Starch		3
Canadian Business : Executive	Starch-Canadian		6	Food Merchandising	Starch		3
Nation's Business	Reader Report Service-Canadian	To be announced	12	Progressive Grocer	Readex		12
28. Chemical				Supermarket Methods	Reader Report Service-Canadian	To be announced	6
Canadian Chemical Processing	Reader Report Service-Canadian		4	62. Hardware			
Chemical Engineering	Starch		8	*Building Material Merchandiser (19)	Hav-Red		4
Chemical Week	Reader Feedback		6	65. Hospital			
*Control Engineering (39A-69-120)	Reader Feedback		6	Hospital Admin. and Const. Hospital Management	Reader Report Service-Canadian	To be announced	12
*Petroleum Refiner (111)	Reader Rating		4		Readex		12
36. Drugs, Pharmaceuticals				69. Industrial			
American Druggist	Readex		12	Automation	Starch		4
Drug Topics	Starch		4	*Better Building Maintenance (19A-71-1318)	Readex		12
38. Educational				*Control Engineering (28-39A-120)	Reader Feedback		6
*Overview (132)	Readex		6	*Electrical Construction and Maintenance (39-41)	Reader Feedback		6
39. Electrical				*Electrified Industry (39)	Mills Shepard		6
*Appliance Manufacturer (55-88)	Ad Gage		3				
*Electric Light & Power (117)	Reader Data Graph		6				
Electrical Contracting and Maintenance	Reader Report Service-Canadian	To be announced					

(Table continued on page 86)

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 10



You don't have to gamble with your time
 buys in the Carolina Triad; only WLOS-TV
 covers all of this big, bustling market!

For total coverage, only WLOS-TV serves
 the 670,000 TV homes of the rich Carolina Triad . . .
 or, using ARB's 25% net weekly cut off,
 406,300 TV homes (ARB coverage 1960, up-dated
 January, 1961, projected to June, 1961).

Dominant in The Carolina Triad

WLOS-TV **a** abc

A Wometco Enterprises Inc. Station Serving
GREENVILLE — ASHEVILLE — SPARTANBURG

Represented by Peters, Griffin, Woodward, Inc. • Southeastern Representative: James S. Ayers Co.



WTVJ
 WLOS-TV
 WOS-TV
 WFLA-TV
 (Affiliate)

AD READERSHIP REPORTS...

(Continued from page 86)

SRDS Class.	Publications	Readership Service	No. of issues studied in 1961	SRDS Class.	Publications	Readership Service	No. of issues studied in 1961
Instruments & Control Systems	Fosdick		2	Petroleum Refiner (28)	Reader Rating		4
*Mechanical Engineering (117-120)				Petroleum Week	Mills Shepard		12
Mill & Factory	Media Echo		2	Pipeline Engineer	Reader's Choice	March, tentative for Sept.	
Plant Administration	Mills Shepard		6	Pipeline Industry	Reader Rating		4
*Plant Engineering (19-39-85A)	Starch-Canadian		3	Super Service Station (6)	Mills Shepard		4
	Starch		4	World Oil	Reader Rating		
70A. Industrial Purchasing				115. Plumbing			
*Purchasing Magazine (120)	Mills Shepard-Reader Action		6	*Domestic Engineering (2)	Starch		4
*Purchasing (120)	Starch		7	117. Power, Power Plants			
Purchasing Week	Reader Feedback		12	*Electric Light & Power (39)	Reader Data Graph		6
71. Institutions				*Mechanical Engineering (69-120)	Media Echo		2
*Better Building Maintenance (19A-69-1318)	Readex		12	Modern Power and Engineering Power	Starch-Canadian		3
*Volume Feeding Management (127)	Starch		6		Starch		12
79. Leather, Boots, Shoes				118. Printing			
Shoe & Leather Journal	Reader Report Service-Canadian	To be announced		American Pressman	Readex		6
83. Lumber, Forest Industries				120. Product Design, Engineering			
Canada Lumberman	Reader Report Service-Canadian	To be announced		*Control Engineering (28-39A-69)	Reader Feedback		6
84. Maritime				Electro-Technology	Reader Reaction		7
Marine Engineering/Log	Mills Shepard		4	Electronic Design	Reader Recall		13
85A. Materials Handling				Electronic Equipment Eng. (39A)	Mills Shepard		2
*Distribution Age (148)	Starch		4	Machine Design	Starch		17
*Plant Engineering (19-39-69)	Starch		4	*Mechanical Engineering (69-117)	Media Echo		2
87. Medical, Surgical				Product Engineering	Reader Feedback		10
Modern Medicine	Readex		28	*Purchasing (70A)	Starch		7
				*Purchasing (70A)	Reader Action-Mills Shepard		8
88. Metal, Metalworking, Machinery				122. Radio, Television			
American Machinist/Metalworking Manufacturing	Reader Feedback		9	*Proceedings of the IRE (39A)	Fosdick		6
*Appliance Manufacturer (39-55)	Ad Gage		3	124. Railroad			
Canadian Machinery and Metalworking	Starch-Canadian		3	Canadian Transportation	Reader Report Service-Canadian	To be announced	
Canadian Metalworking	Reader Report Service-Canadian	To be announced		Modern Railroads	Starch		6
Foundry	Ad Gage		4	Railway Age	Mills Shepard		5
Iron Age	Mills Shepard		12	127. Restaurants, Fountains			
Machine & Tool Blue Book	Starch		4	Fast Food	Mills Shepard		3
Machinery	Starch		8	*Volume Feeding Management (71)	Starch		6
Steel	Starch		21	128. Roads, Streets			
Tool & Manufacturing Engineer	Fosdick		4	*Construction Equipment (41)	Starch		4
93. Mining				*Contractors & Engineers (41)	Fosdick		4
Canadian Mining Journal	Readex-Canadian		4	131B. Sanitary Products			
Coal Age	Reader Feedback		4	*Better Building Maintenance (19A-69-71)	Readex		12
Engineering & Mining Journal	Reader Feedback		4	132. School Administration			
96. Motor Trucks, Accessories				*Overview (38)	Readex		6
Commercial Car Journal	Starch		6	139. Stone Products			
Fleet Owner	Mills Shepard		4	Pit & Quarry	Ad Gage		4
103. Office Equipment				Rock Products	Reader Feedback		3
*Office Equipment & Methods (103A)	Starch-Canadian		3	143. Textiles and Knit Goods			
103A. Office Methods				Textile Industries	Ad Gage		6
*Office Equipment & Methods (103)	Starch-Canadian		3	148. Transportation, Traffic, Shipping			
107A. Packaging, Users				*Distribution Age (85A)	Starch		4
Consumer Packaging	Starch		4	152. Veterinary			
Industrial Packaging	Starch		2	Modern Veterinary Practice	Readex		3
111. Petroleum, Oil				159. Woodworking			
National Petroleum News	Reader Feedback		3	Canadian Woodworker	Reader Report Service-Canadian	To be announced	
Oil & Gas Journal	Starch		8	Hitchcock's Wood Working Digest	Starch		4
Petro Chem. Engineer	Reader's Choice	March, tentative for Sept.					
Petro Process Engineering	Reader Report Service-Canadian	To be announced					
Petroleum Engineer	Reader's Choice	March, tentative for Sept.					
Petroleum Engineer for Management	Reader's Choice	March, tentative for Sept.					

* Duplicate Listing. Figures in parenthesis show other classes in which listed.
† Indicates combined circulation figures.

Note: SRDS classifications not included in this list are those wherein publications do not provide readership service.

When you make
with National
complete more
advertising w
ment - who
... drive hor
buying decisio
And to help
with no waste



She may
get the
message
here,
but...



your ads in the Yellow Pages
sell her when she's ready to buy

When you make your advertising campaign complete with National Yellow Pages Service, you're likely to complete more sales, too! That's because your NYPS advertising will reach your prospects at that decisive moment — when they're ready to buy. It'll get to them . . . drive home your selling message . . . guide their buying decision.

And to help you reach and sell your precise market with no waste, you can choose any combination of over

4,000 different Yellow Pages directories. All with one contact, one contract, one monthly bill. For further details on how you can make your advertising go further, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL



Media Planners' Groups

New TV Spot Lengths Attacked and Defended

New York Advertising Media Planners hear discussion on pricing, rate structures, and new opportunities for flexibility.

ADVERTISERS aren't standing in line for the new 30- and 40-second spot TV commercial lengths.

For one thing, pricing is inconsistent. Then they aren't available in all markets. And, where they are, they were offered too late for fall planning.

But this last complaint will never again be a factor, and when and if the cost and availability problems are solved, the new commercial lengths should offer new opportunity for buying and creative flexibility.

That was the gist of comment by buyers and sellers at the first fall meeting of the New York Advertising Media Planners.

Helen Davis, senior broadcast buyer for J. Walter Thompson, led the four-speaker panel with a plea for justification for using the new spot lengths, and qualitative information that "could remove these times from the freak category and incorporate them into the normal buying pattern."

Miss Davis also observed that the new lengths could become obsolete before they're thoroughly tested.

She cited a number of stations that won't accept them, others that have replaced possible 40-second availabilities with news breaks. And she warned that "the first endeavor of some stations to second-guess what the traffic would bear may have come close to killing the goose that could have laid the golden egg."

For the future, Miss Davis saw little likelihood that advertisers now using prime time 20's and ID's would switch in large numbers to the new lengths. But, she noted, "there are many who now use minutes exclusively, who might be encouraged to expand their use of television if given the facts to justify such a move. The

problem should not be so much one of pricing the new lengths as of selling them."

Rate Card Complexity

Next speaker was Jeremy Sprague, group media director at Cunningham & Walsh. He showed the Planners how pricing of the new lengths was adding still more confusion to existing rate card complexity, and how inconsistent resulting rate structures are from station to station.

One, for example (and Mr. Sprague supplied many), charges \$90 for a 20, \$100 for a minute, and now offers the buyer a choice of paying \$130 or the minute rate (\$100) for 30 seconds and \$180 or the minute rate for 40 seconds.

He then compared the new rates of various stations for various announcement lengths and found it "difficult to establish a pattern." But he noted that in a "majority of cases it appears that the 40-second rate will be twice the 20-second rate, with the 30 priced half-way between."

This policy, he said, seems unrealistic on three counts. One is past practice. To date, minute rates have averaged only slightly more than 20's, though minutes are three times as long as 20's.

Second is apparent station assumption, since most have based their new rates for all lengths on current 20-second prices and moved up from there, that a 20 still has the same value it used to have, though "it now occupies only 50 per cent rather than 66 per cent of the station break and can be more easily triple-spotted."

Third is assumption that the minute is more valuable than it used to be, — and in the face of these trends

since 1956: TV homes have increased 24 per cent; spot rates have climbed 55 per cent and average ratings are down.

In discussing pre-emptible and non-pre-emptible rates, Mr. Sprague remarked that "other media use premium rates for position rather than discounts for lack of it." While advertisers willing to risk pre-emption of their spot announcements can buy time at lower cost, he said, the system does pose many problems for buyers.

Among them:

- Is the risk warranted?
- How can he allocate market budgets precisely?
- How can he allocate advertising weight by market?

Opportunities Cited

First man at bat for the sellers was Frank Martin, sales vice president of Blair-TV. Mr. Martin compared the 55 per cent increase in new chain break availabilities to addition, in effect, of another network station in each market, but noted the paucity of agency requests for the new lengths.

He then pointed out some of the opportunities they offer to advertisers, such as more prime time availabilities in major markets and "more room at the top." This is what he called the greater chance to improve present schedules by moving into more efficient time periods, since there were suddenly more openings in prime time.

Still another advertiser opportunity is use of new copy approaches. These can even be tried in individual markets, he said, through Blair's Test Market Plan.

Final speaker was Joseph Dougherty, vice president and general manager of WPRO-TV, Providence.

Mr. Dougherty saw the new lengths as an opportunity to expand his station's base of advertisers, and to hang on to and trade up those he already has.

The speaker from Rhode Island also said he expects to attract more retailers since his station now has more AA time at reasonable prices. He cited one national advertiser based in Providence, who had always bought network minutes in the past, but who is now testing 30's locally on Providence stations.

During the question period, an agency executive observed that the

Long-range trend in television seemed to be toward more time for commercials, less for programming. He wondered when and whether it would ever end. Mr. Martin suggested that wide use of 40's could lead to cutting down the number of different commercials of shorter duration aired during any one station break.

New England Group Gets New Officers

New officers were elected at the quarterly meeting of the New England Media Evaluators Association (NEMEA) in Boston. The meeting was devoted to a workshop session on principles and practices of ABC auditing conducted by Carroll H. Holders, Jr., manager of the Eastern Member Service Office of the Audit Bureau of Circulations.

New NEMEA officers elected were: president, Jackson L. Parker, media director of Chirug & Cairns, Inc.; and secretary-treasurer, Elizabeth Parsons, media buyer of the Bresnick Company, Inc., Boston.

They replace William Monaghan, formerly media director of John C. Doud, Inc., now account manager at Harold Cabot & Co., and Mary A. Hickey, media director of S. Gunnar Myrbeck & Co., Inc., respectively president and secretary-treasurer.

This association celebrated its fourth anniversary with the meeting, making it the oldest such organization in the country. Its 19 members are drawn principally from Boston, Hartford, and Providence.

Meetings are held on a workshop basis with guest experts sometimes being invited to lead the discussions. Among the topics explored at its quarterly meetings have been audit reports, readership preference studies, broadcast ratings, international media, ethical practices, and ways of improving the buyer-seller relationship.

M P M Metal Products Manufacturing sells manufacturers of **BUSINESS MACHINES**

\$28,297,000.00 FOOD MKT.
LEVITTOWN, PA.
PA.'S 10TH LARGEST FOOD MARKET
THE LEVITTOWN TIMES
AND
BRISTOL DAILY COURIER

Longest Grocery List in the West!

FIRST

In Total Grocery Linage
Among ALL Newspapers
In 11 Western States!

The San Jose Mercury carried MORE grocery advertising lineage (retail and general) than any other morning newspaper in 11 Western states during the first six months of 1961—1,915,014 lines.

Among all afternoon papers, the San Jose News ranked first with 1,920,619 lines.

That's proof that advertisers know the Mercury and News are the best way to reach the 700,000-population Metropolitan San Jose area—where 1960's \$219,693,000 food-sale market represents a 218% gain over 1950! Remember.

You **COVER** San Jose **ONLY** With the

Mercury and News

A Ridder Newspaper

Represented Nationally by Ridder Johns, Inc.

Sources: Media Records—County Planning Commission—Sales Management

Are you one of the 7.1% in agencies who are not using SRDS Consumer Market Data

92.9% in agencies use SRDS media/market data and maps

WHY?

Perhaps you don't realize why so many agency people use the Consumer Market Data sections in SRDS.

It's a matter of convenience and the instant accessibility of the most up-to-date market figures compiled especially for those in advertising and marketing. SRDS is usually within arm's reach and right there with you at intra-agency and client meetings. What's more, it's in the same book with media listings, so it's easy to relate markets to media coverage and vice-versa. An extra plus is the additional market data provided by media in Service-Ads in SRDS.

You also have the assurance that SRDS market data figures are the latest and most accurate available to you. Every six months the figures are completely up-dated. *SRDS November issues, for example, reflect estimates of July 1, 1961 market conditions.*

HOW AGENCIES USE SRDS MARKET DATA

A survey of SRDS Data Inc.'s National Panel of Media Buyers, taken in March, 1961, showed that 92.9%* used SRDS Market Data *within the past six months* in these six phases of buying:

1. Formulation and allocation of budget.
2. Examination of market information.
3. Formulation of the general media plan.
4. Evaluation of the general media plan.
5. Selection of specific media.
6. Scheduling and contracting for space (time).

**Base: 168 panelists*

Note to Media: If you'd like to see how the market data use pattern shows up in your media classification, your SRDS representative has the separate breakdown for Newspaper Rates & Data, Spot TV Rates & Data and Spot Radio Rates & Data.

Scope on People



AT A BREAKFAST presentation at the Four Seasons Restaurant, previewing a recent issue of the *Ladies' Home Journal*, Newman McEvoy (right), senior vice president and media director, Cunningham & Walsh, chats with Mrs. Nicholas du Pont, who was featured in the issue, and John J. Verano, the *Journal's* newly appointed advertising director.

KITCHEN TALK: Michael Donovan (center), associate media director of BBDO, talks with Allan Taylor (left), advertising director of *Seventeen*, and Andrew MacLeod, the magazine's eastern advertising manager, at a reception to introduce *Seventeen's* new kitchen center.



VITAL SPARK: El Brown (right), district manager for *Purchasing* in Pittsburgh, presents his sales story with large die-cuts to William P. Raines, director of advertising, Koppers Co.



TESTA TEST: At a presentation in Detroit, Felix W. Coste (center) vice chairman of the board, Outdoor Advertising, Inc., holds a model of the Testa poster which was the subject of a research report presented to the automotive industry. Viewing the poster are (from left), Victor W. Canever, D. P. Brother & Co.; Genevieve Hazzard, Campbell-Ewald; Willis J. Oldfield, A. C. Spark Plug; Kent H. Lee, OAI.



RAPPORT: Matthew J. Culligan (left), general corporate executive of Interpublic, Inc., and president of the Radio Television Executives Society, welcomes guest speaker Newton N. Minow, chairman of FCC, at the first RTES newsmaker luncheon of this season.

The #1 newspaper in Dallas

THE DALLAS TIMES HERALD

CONTINUOUSLY PUBLISHED FOR 45 YEARS THE TIMES 1876 THE HERALD 1886 CONSOLIDATED 1899

adds

PARADE

*as its only syndicated Sunday magazine,
beginning January 7th, 1962*

NOW PARTNERS IN PROGRESS



Serving one of America's great growth markets with the largest Metropolitan Area circulation in the Southwest, the Dallas Times Herald is first in Dallas, in Dallas County, in the Dallas Metropolitan Area and in the Dallas Retail Trading Zone. The Times Herald is the Dallas Market!

Now Parade has the largest Texas circulation of any syndicated Sunday magazine—with distribution through the Beaumont Enterprise, the El Paso Times, the Fort Worth Star-Telegram, the Houston Chronicle, and the Dallas Times Herald.

The Dallas Times Herald is represented nationally by The Branham Company.

Don't miss opportunities: talk to Canada



through CANADIAN BUSINESS PUBLICATIONS

No marketing program in Canada dare neglect the Canadian business press. Canadians know some U.S. brand names, certainly. But if they don't see them promoted in *Canada*, in *Canadian* media, they tend to assume the product isn't available in Canada, or that it will be hard to get, poor in service. This makes marketing in Canada fraught with missed opportunities.

Canada is among the few countries in the world which has a modern, highly developed and sophisticated business press. It needs it in a country which represents a \$4 billion market. And the U.S. sells more to Canada than any other country in the world.

Add Canadian business publications to your advertising program.

No budget can include every publication. One reliable guide: ask if the Canadian publications you plan to use are members of the Business Newspapers Association of Canada. Most good ones are; providing circulation audits, marketing data and imaginative Canadian editorial.

For more details, see SRDS Canadian edition, or write to the Business Newspapers Association of Canada, 100 University Avenue, Toronto 1, Canada, for data on 136 business, professional and technical publications.

CANADIAN BUSINESS PUBLICATIONS

Business Press



Howard G. Sawyer

That 40-60 Publishing Ratio

HAVING OBSERVED that some business publications seem to be skimping on editorial material in relation to advertising pages, I made inquiries concerning publishers' philosophy with respect to this.

A top man in a publishers' association stated there is no policy regarding the editorial-advertising ratio and "there probably won't be." He knew of no study having been made, but felt that 40 per cent editorial, 60 per cent advertising is approximately right.

He volunteered the information that Post Office regulations require 25 per cent editorial over a 12-months' period in order to get Second Class mailing.

A publisher reported his company's practice of never carrying less than 40 per cent editorial, but alleged that many of his competitors were running well under this.

Another said: "You need as many pages of editorial as are needed to serve the industry." He agreed that 40-60 is approximately right, except that weeklies will usually run 30-35 per cent editorial and monthlies (presumably because of the desirability of offering an assortment of lengthy articles) run considerably more.

A third publisher went along with this, but made the intelligent observation that while a publication may expand the number of editorial pages as advertising pages go up, this is not necessarily a good thing. Extra editorial may be just "filling," tending to overload the magazine and smother the information the reader is mainly looking for.

(A publisher also might have a favorable editorial ratio just because he had had trouble selling space.)

Heavy advertising is a sign, I believe, of a healthy publication; don't knock it. The real problem is not too many pages of advertising compared to pages of editorial; it's too many pages of poor advertising compared to editorial that makes readers weary and wary.

Believing that a magazine's editorial material is the best thing it has going for itself and, hence, that evaluation of editorial is the critical judgment in media selection (also the most difficult judgment to make), I naturally admire the new "Editorial Evaluation Checklist" issued by Machine Design.

It should be particularly useful to the space buyer who wants to appraise editorial in certain technical magazines, but can't understand the content. The checklist substitutes quantitative data which can, if he wishes, be converted into a measure of editorial range, perception, authority, and good writing.

The checklist has four parts. Quantity Evaluation covers:

1. Pages of paid advertising.
2. Pages of contents, indexes, covers, reader-service cards, etc.
3. Pages of editorial material.
4. Total pages.

Above data are given for past five years, past year, and a recent issue of a stated date.

5. Subject mix — news of field, technical articles, "other" — given in percentages.

6. Breakdown of editorial pages by major subjects.

7. Breakdown of editorial pages by size of article (for last full year).

The section on Staff Evaluation includes editors' names and titles plus for each:

1. Full time?
2. Education (degrees).
3. Years on staff.
4. Prior years in field covered.
5. Years on other publications.
6. Type of editorial responsibility:
 - a. supervision,
 - b. editing and re-writing,
 - c. writing,
 - d. mechanical production,
 - e. art and layout,
 - f. article development,
 - g. reporting.

Content Evaluation covers:

1. Analysis of editorial pages, staff-written or by others.

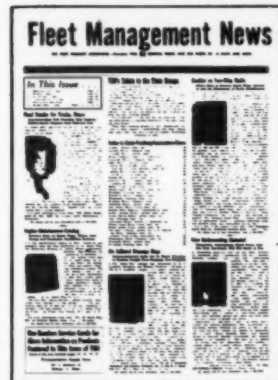
(Continued on page 96)

Since 1945...

Now...Nov. 1961...



After 16 Years... a NEW Name— Transportation Supply News, with the November 1961 issue, is



Fleet Management News

Reg. U. S. Patent Office Applied For

With its November, 1961 issue, Transportation Supply News, the truck and bus fleet product newspaper, founded in 1945, becomes "Fleet Management News."

This change in name is highly significant for its growing monthly reader audience, as well as to fleet advertisers and the advertising agencies.

New Name More Appropriate

The new name "Fleet Management News" is more descriptive of the editorial contents, the market served, and the readers; as well as more definitive of the reader response.

"Fleet Management News" is edited for not only top executive fleet management, but in addition, operations management, maintenance management, and purchasing management in the truck and bus fleet field.

Fleet Market Is Expanding

Today there are over 70,000 truck and bus fleets in the ten units and above fleet market.

With the December 1961 issue, the circulation of "Fleet Management News" will be stepped up from 62,000 to 75,000, guaranteeing coverage of some 60,000 truck and bus fleets, which will be double and more the number of fleets reached by any contemporary publication. If you don't reach them, you can't sell them.

During the past sixteen years, FMN's predecessor, TSN, has been the leader in "functional" editorial content; the leader with its high visibility newspaper format; the leader in providing high quality "Sales-Queries;" the leader in providing advertisers with more results and more reader response; the leader in ratio of conversion of inquiries to sales; the leader in fleet advertising tied in with sales

department activity; the leader in providing mass coverage and penetration of the growing fleet truck and bus market.

"Fleet Management News," as TSN's successor, will continue this leadership on an accelerated basis.

The new IBM installation of the Stanley Publishing Company has been completed and the conversion to electronic data processing for circulation, reader and market research, sales analysis in the handling of "sales-queries," and reader inquiries, is in full operation.

"Fleet Management News" Services

While the basic editorial need filled by "Fleet Management News" is the same as over the past 16 years, the new expansions of services and editorial programs of industry dedication are being launched as outlined in the boxes below.

Future publishing plans for "Fleet Management News" call for an expansion of its basic and supplementary services to a greater segment of the growing truck and bus fleet market.

Because the editorial content of "Fleet Management News" is the common denominator of interest of all types of fleets, regardless of size...and the management men within those fleets, regardless of titles, "Fleet Management News" is truly the selling medium in the truck and bus fleet field.

"Fleet Management News" is the "fleet shopping center" that conserves the reader-buyers' time.

Plan now to run a dominant schedule in "Fleet Management News" in 1962...to most effectively tie-in your advertising effort with your company's selling effort.

Complete advertising details will be rushed to you by return mail. Write, wire or call us "collect."

More Coverage, Penetration

The editorial content of "Fleet Management News" is the common denominator of interest of fleet buyers. It is non-restrictive. Only "Fleet Management News" provides mass coverage and penetration of the growing fleet market.

More Management Field Data

The new IBM electronic data processing installation just completed will enable "Fleet Management News" to step out in the procurement of more fleet data to guide its editors and assist advertisers and agencies.

Fleet Management Services

"Fleet Management News" editorial columns fulfill the basic need of fleet management for efficiency and economy. Supplementary services, soon to be announced, are now being instituted to complement existing services.

New "Grass Roots" Fleet Help

The fleet market comprises many strong vertical markets. Doing a strong marketing job in local areas adds up to national marketing and sales strength. "Fleet Management News" will embark on supplementary activity on a local "grass roots" basis.



STANLEY PUBLISHING COMPANY

431 South Dearborn St., Chicago 5, Ill. • Phone: 922-0636

"Fleet Management News" is affiliated with Fleet Product News, Jobber Product News & Jobber News, Jobber Product News Show Daily, Fleet Management Directory & Buyer's Guide, and JPN Directory and Buyer's Guide.

Offices in other cities: NEW YORK • PHILADELPHIA • DETROIT • CLEVELAND • TULSA • LOS ANGELES • SAN FRANCISCO

Ask not "HOW MANY?"

but "WHERE?"

(and "TO WHOM?")

You pay for the total circulation of a magazine, no matter how much of it is actually useful to you (and some of them in the metalworking field may have up to 35% "waste"). So keep the following figures in mind when you study circulations in the metalworking field:

Out of over 81,000 metalworking plants . . .

16,600 employ over 50 men, and account for over 92% of the industry's productive capacity . . .

64,500 employ less than 50 men, and scratch out the remaining 8% of metalworking's output.

That's why the careful media buyer is no longer interested in "How many?"

"In the Gloaming . . ."

He wants to know where circulations in the metalworking field are distributed, particularly as to the sizes of the plants covered. He wants to know to whom the circulation is going, the kinds of individuals covered, their titles and degree of buying responsibility. **Unless you can get complete information on these points you are buying space in the gloaming . . . in the half-light of incomplete data.**

Our current ad in SRDS gives the answers to these questions . . . and your MACHINERY rep has even more detailed information. Ask to see it next time he calls.

For example, over 87% of MACHINERY's circulation goes to metalworking executives in these three categories: Top Operating Management, Plant and Production Management, Engineering and Design. Ask to see a complete analysis of MACHINERY's circulation by SIC category and by title.

Machinery

ENGINEERING and PRODUCTION in METALWORKING

Published by THE INDUSTRIAL PRESS
93 WORTH STREET, NEW YORK 13, N.Y.

WORKS
MANAGER

GENERAL ?
FOREMAN

PRODUCTION
MANAGER

?
SIC 37

MASTER
MECHANIC

?
SIC 38

LESS THAN 50

?
MORE THAN 50

SIC 36

?
V.P. ENGINEERING

?
SIC 39

?
DIRECTOR
PRODUCT DESIGN

SIC 34

?
CHIEF
ENGINEER



(Continued from page 96)

2. Paid-for material — yes or no number of pages paid for, average payment per page.

3. Statement regarding usual editing policy on contributed material.

4. Proofreading practices.

5. Submission of staff-written material to outside experts for appraisal.

6. Editorial research.

7. Editorial style book.

8. Information to contributors regarding reader needs.

9. Number of editors who travel to obtain editorial material.

10. Number of such travel days in latest full year.

11. Memberships in trade, technical, professional societies — publishing, field of publication.

12. Governmental, society, or professional positions held.

13. Editorial awards or honors.

14. Outside consultants.

15. Who, in organization, has final authority over editorial content.

The fourth section reports on *Reader Reaction*, in terms of membership reports, inquiry production requests for article reprints.

Machine Design provides its advertisers not only with the checklist filled out for itself, but also, shrewdly, blanks for similar information to be sought from competitive publishers.

Standard Page Size

I like not only *Chemical Processing*'s conformance to general practice in reducing its page size from king size to 7 x 10 print page, but also the letter announcing the change:

"We have been asked —

"Why such changes after publishing so long in your unique size?"

"We are tempted to reply with the time-honored publishers' explanation whenever any changes were made —

" — Our industry demands the new service.

" — Therefore in the interest of greater service to our readers, we accept their decision.

"However, now that precedent has been satisfied, may we say —

" — with the ever-increasing multiplicity of things one must read, reading in smaller packages becomes more inviting, builds greater readership.

" — the sizes of printing presses and the frequent use of identical advertisements in several publications suggest convenience of the 7 x 10 inch print page."

The Dakota Badlands



What boy wouldn't give his eye tooth to be there... to sling his saddle and pack to the ground and see his horse to graze on historic frontier land? Well, the November issue of *Boys' Life* covers the tale of a trip to "mako sica," Indian for the badlands, made by thirteen boys hunting for tracks, fossils and relics of the old days. But boys are interested in a good deal more than adventure in the outdoors these days. In the January issue alone, we start a three installment story by *Robert Edmund Alter*; the biography series features the life of the revolutionary American Haym Solomon, written by *Gerald Johnson*; there's another illustrated out-

door article by *Edwin Way Teale*; a feature on the finer points of observation by *Erle Stanley Gardner*; and a delightful travel piece by *Leonard Wibberly* (*The Mouse That Roared*).

There's one boy market, only one. And there's one magazine that serves it, only one. *Boys' Life*, with its 5,000,000 plus boy readers (almost one out of every two boys 10 to 17 in America), scores a higher degree of penetration of its market than has been achieved by any adult magazine. That, we submit, is market coverage. And it's a market well worth covering. It's the market where buying begins. Buying begins with *Boys' Life*.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

Conversation piece

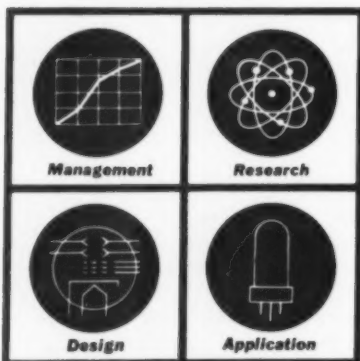


KABC (and its listeners) are kept aware by conversation. Word for word, KABC's conversation is newsworthy, stimulating, provocative.

KABC's microphone is your conversation piece in LA. Have a word with your KABC rep. **RADIO 79** Los Angeles Represented by Katz Agency

IN CANADA

CEE* helps you sell electronics engineers in



Canada bought \$92.1 million worth of U.S.-made electronics equipment in 1960—will buy even more in '61. Best way to sell buyers in this market is through CEE*, which serves electronics engineers in all phases of the industry—in management, research, design and application.

**CANADIAN *
ELECTRONICS
ENGINEERING**
CCEB

481 University Avenue, Toronto 2, Ontario

A Maclean-Hunter Publication

ODDS AND TRENDS

What Will SPEED READING Do to Advertising?

By Lionel M. Kaufman

They're planning some major improvements these days in man's capacity to read. That happens to be one of the two main channels of communication used by advertising. If we can broaden this channel, what will we be doing to print advertising?



This possibility is creeping up on us faster than we realize. In the past several weeks, I've had occasion to look into the mushrooming field of speed-reading courses. I'm amazed at the lists of big corporations that are right now enrolling their top executives. I'm impressed by the schools and universities that are re-writing the book, to teach a new way of reading to our coming generation.

There seems to be general agreement that we can all read several times faster than we do, and comprehend more while doing so. Only a worrisome columnist, of course, would interrupt all this enthusiasm to wonder whether faster readers will be good, or bad, for advertising.

When we get the reader on that 1,000 - words - a - minute throughway, we'll be dropping a number of extra hours into his lap. What he does with those hours will be the important question. Both the editor and the advertiser can have a lot to do with his answer to that question.

Will the speed-reader spend less time reading — or do more reading? That age-old complaint, "I just haven't time to read everything" insinuates that people would like to read more. Speed-reading should be a golden opportunity for print media to build up circulation and coverage. To the extent that this produces more readers, it will be broadening the reach of the print medium; more reading by the same readers will be duplication for the advertiser.

And what will happen within the covers of an individual medium? Will the speed reader put the book

down in less time? Or will he use that time to read more features in the issue — maybe to read more of the ads instead of thumbing through some of them?

Here again the responsibility rests on the shoulders of the editor, and the advertising copy writer. Most of the courses I've seen are teaching readers how to speed up by "skimming" through the unimportant parts of a text. Advertisers had better learn how to get their messages into the "important" category.

What should the copy writer do about it? When the reader can devour a paragraph in one gulp, will long copy come back into favor, to hold more of his attention?

Another thought. Speed-reading applies only to type. Pictures will still take as long. Will that lessen the advantage *Reader's Digest*, with its "reading days," now holds over *Life*?

And take outdoor for example. For generations, this medium has had to restrict itself to name publicity. Now, after a long enough bout with the phrase-flasher, the human eye will be able to take in "hexafluoride" at 60 m.p.h. Will that allow outdoor to become a copy medium?

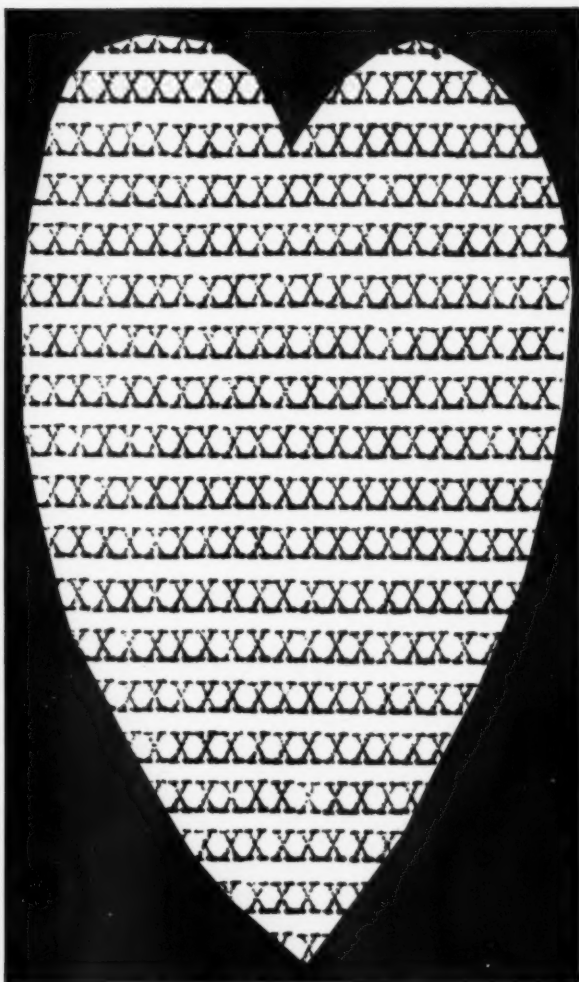
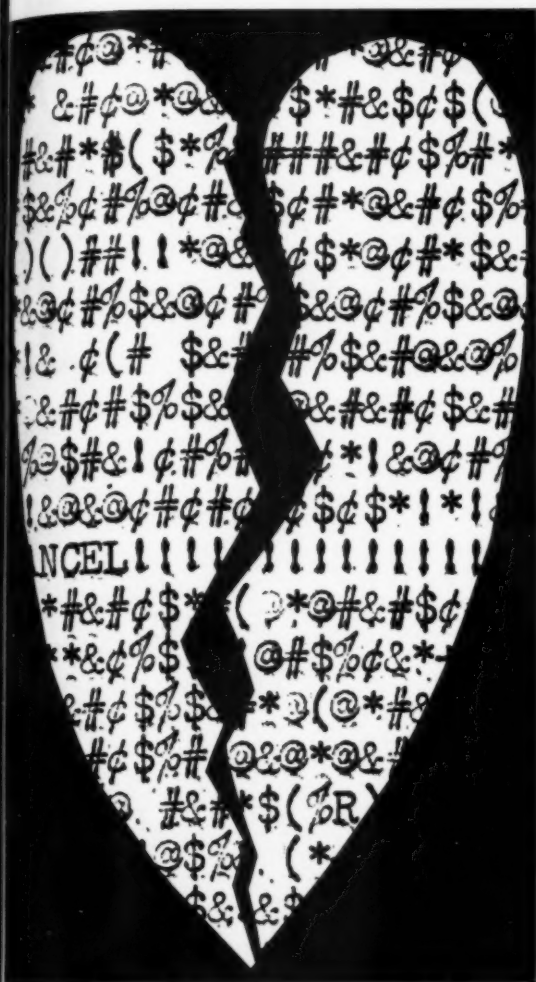
I have many, many more questions, but no more room. Just a warning to my publisher friends: speed-reading could leave the public more time — to watch TV!

Metal Products Manufacturing sells manufacturers of METAL FURNITURE

See Tell-All in Aug. or Sept. 1961

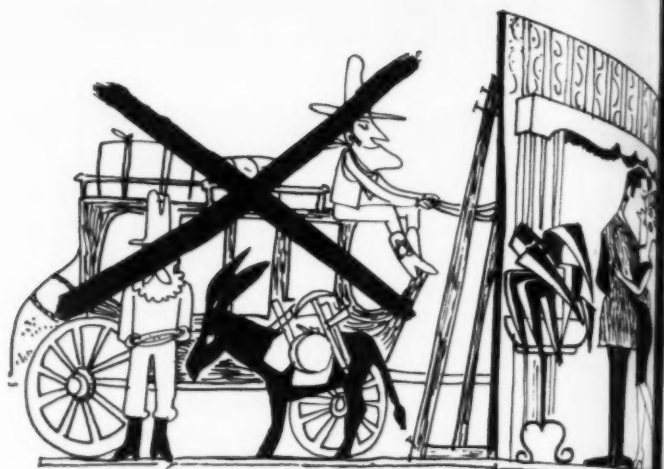
SHE LOVED US NOT.

SHE LOVES US NOW!



On September 13, one day after the first issue of the new Saturday Evening Post went on sale, Priscilla B. Kraft wrote us: "A few weeks ago, I renewed my subscription to the Post for four years, but I now wish to cancel my subscription. I don't like your new format." Just two weeks later, on September 27, Priscilla B. Kraft wrote: "Please do not cancel my subscription. Changed my mind!" ■ You ought to read some of the fan mail to the new Post from readers, advertisers and agency people. "Greater, grander, glorious-er," they say. ■ And the actions of advertisers using this exciting new market place speak loud as a big brass drum. Forty-nine new advertisers in the new Post so far! First three issues of the new Post up 10.4% in advertising revenue over like issues last year! ■ Is that scent in the air the sweet smell of success? You can bet your bottom budget dollar it is! ■ Suddenly reading becomes a new adventure!

POST
The Saturday Evening
A CURTIS MAGAZINE



Western Without Stagecoach

In the Sacramento area, where stagecoaches rolled and gold once rushed, many people need look no further than their family trees for action stories of the Old West. Finding modern, live dramatic fare, however, is another matter. Like so many areas west of Broadway, Sacramento has very little live theater.

Corinthian station KXTV is doing its part to remedy this. "The Ties Have It," a drama locally written and acted, was produced and aired by KXTV. Finalist in the Corinthian Stations Public Service Award competition, the show is one of several being presented to encourage local writing, local little-theater groups, local talent, and local dramatic schools.

In a computer world of machine decisions and hot pursuit of numbers, KXTV's action is hardly calculated to make Sacramento's Broadway replace its eastern namesake. It is, however, typical of the Corinthian viewpoint: A station's ties to a community, like all friendships, need to be kept in good repair. We believe that this kind of originality is not only good citizenship but a sales virtue as well.

Responsibility in Broadcasting

THE CORINTHIAN

Problems in Radio Ratings

By Isabel Ziegler



IN ORDER TO COMPILE reliable ratings for network radio schedules, A. C. Nielsen Company must depend upon each of the four networks to provide it with up-to-date information on station line-ups, time periods, and individual clearance for each time period. The networks, in turn, must depend upon their affiliated stations to report this information, so that the schedules as broadcast can be relayed to Nielsen in time to be reflected in the semi-monthly audience reports.

Nielsen has established a pattern to be followed by the networks in reporting this information. First, Nielsen requires from each network a current line-up of stations carrying each program and its time period. Second, riders to this basic information are required anytime a change is involved, — station additions or deletions included. Third, Nielsen requires that each station provides it with the log of its daily programing.

Nielsen, of course, must also maintain rigid closing dates so that the publication of its ratings is possible. Nielsen must revise and process some 90,000 IBM cards for every two-weeks' period reported. (Reports are published 24 times during a 52-weeks' period.) To give itself sufficient time to tabulate the survey data and to issue a report within a reasonable time after the broadcast period, Nielsen has established two closing dates. The major closing date is approximately 13 working days after the survey period. By this time Nielsen must have the schedule as broadcast of each advertiser. The minor closing date is five to seven days after the major close.

In informing Nielsen of the current line-up of stations, one network submits these data whenever programs have a major change. For some programs new line-ups are submitted weekly. A basic report of overall

changes is made twice a year. Another network issues a report every month. A third network issues a report three times a year. A fourth reports monthly for some programs and every two months for other programs.

Obviously, there are other variations. During certain periods of the year, misinformation or lack of information can significantly influence audience levels.

The radio network concept has changed radically in the last 10 years. Generally, stations are no longer compensated directly for carrying network programing and advertising. Instead, the stations affiliate with a network in order to get programing or news services otherwise not available to them. Without actual payment, it follows that in most cases, the radio network stations may not take seriously their job of reporting to the networks.

At the same time, networks are apt to be careless. Personnel are involved, and record-keeping and time-consuming analysis to report accurately to Nielsen. Networks must interpret reports from all their stations: ABC, 365 stations; CBS, 197; MBS, 406; and NBC, 191.

Thus, reliable ratings are dependent on the degree of influence and control exerted by each network on its affiliated stations, and on the ability and willingness of the stations to cooperate in preparing and transmitting the necessary reports to the network.

In addition, reliable ratings are also dependent on the networks' transmission of these same facts accurately, often, in detail, and on time. ■

M
P
M

Metal Products
Manufacturing
sells
manufacturers of
APPLIANCES

See Tel-Air in Aug. or Sept. 1961

Media / headlines

BROADCAST

CTV Television Network, Toronto, new Canadian TV network, went on the air last month with eight hours of "network feed" shows — 50 per cent of them Canadian content. Program content varies from "Sing along with Mitch" to BBC-produced "Maigret" detective stories to "The Rifleman" (billed as starring former Montreal ball-player Chuck Connors).

Fine Arts Radio Representatives, Ltd., New York, has been formed to specialize in fine arts station representation in major markets. It was formed by the general manager of Fine Arts Broadcasting Co., (KFML, Denver), James F. Brown.

NBC International, Ltd., is sending executives and technicians to Nigeria to establish a federal television service in that African country, starting early in 1962.

A. C. Nielsen Company has delivered NCS Coverage Level data in advance reports to all NCS 1961 subscribers. Advance reports contain NCS Coverage Levels for all stations (radio and TV) for all counties. Polls on which data are based were made among 375,000 homes from which 200,000 usable ballots were secured. Radio was polled in the fall of 1960 and television in February-March 1961.

Resort Market Radio Group has been formed by J. A. Lucas Co., Los Angeles,

station representative firm on basis that six stations in group represent area visited by 26 million tourists a year: KRAM, Las Vegas; KONE, Reno; KOWL, Lake Tahoe; KDON, Salinas-Monterey; KCMJ, Palm Springs; and KIST, Santa Barbara.

Triangle has new policy for 42-second, prime time station breaks on its stations: WFIL-TV, Philadelphia; WFBG-TV, Altoona; WLYH-TV, Lebanon, Pa.; WBNF-TV, Binghamton, N. Y.; WNHC-TV, New Haven; KFRE-TV, Fresno. It will broadcast a 20-second commercial adjacent to a 20-second news bulletin, with 10 seconds of the news bulletin given to news, and 10 seconds for a commercial. Remaining two seconds will be for station identification.

WBNX, New York, owned by United Broadcasting Co., will now broadcast in Spanish from 10:30 A.M. to midnight, Monday through Saturday.

WCCA-TV, new outlet in Columbia, S.C., is a primary affiliate of ABC-TV. President and general manager is Lee Anderson.

WQSR, new radio outlet in Syracuse, N. Y., is an ABC affiliate, represented nationally by Weed Radio Corp. General manager is Myron H. Bolotin.

BUSINESS PUBLICATIONS

Consulting Engineer, New York, has added a Specification Data File, an indexed

catalog system that will be sent in 1962 to 6,500 consultants specifying mechanical, electrical, and structural products.

Rogers Publishing Company, Englewood, Col., a subsidiary of Cahners Publishing Co., has added a new service to be known as Idea Exchange Programs, with G. A. Walker (formerly an editor with *Electronic Design News*) as director. IEP will direct symposia, seminars, and regional engineering meetings in the United States and overseas. First of such meetings will be a series of symposia that will take some 40 automotive design engineers into major automotive plants in England, France, West Germany, and Italy starting January 1962.

Dun's Review will raise rates with its January 1962 issue to \$1,700 one-time, black-and-white, based on average net paid circulation of 120,000.

Hardware Merchandiser is new name of *Hardware/Housewares*, publication of Irving-Cloud Publishing Co., Chicago, selected to identify more clearly its market and audience.

Seaboard Publishing Co., Baltimore, publisher of *Industrial Models & Patterns*, has added a business research and editorial service to be known as Chesapeake Research Bureau.

Transportation & Distribution Management is new publication of Traffic Service Corp., Washington, D. C., publisher of *Traffic World*. New publication will be distributed nationally to 20,000 industrial

NEW SALES LEVERAGE FOR YOUR PRODUCT

PERSUASION

**Generated by the fact that your ad message
Today's Health is SEEN...SEEN OFTEN...BELIEVED**

Research reveals—compared to other general magazines—Today's Health is more consistently and repeatedly read. (65.4% of subscribers read all 12 issues. Each issue read an average of 3 times.) And it's believed! (66.5% place more belief in T.H. Only 1.8% regard other magazines more believable.)

What's more, products gain unique stature to indicate higher regard for a product when seen in T. H. than when seen in other magazines.)

Put this exclusive force behind your product, reaching 815,000 paid subscribers, plus a bonus circulation of 1.5 million verified reception room

** Unequaled ability to move people*

Monte Brown
535 North Dearborn Street, Chicago 10, Ill.
Whitehall 4-1500

Charles Lauer
475 Fifth Avenue, New York 17, N.Y.
ORegon 9-9383

Whaley-Simpson Co.
6608 Selma Avenue, Los Angeles
Hollywood 3-7157

sent in 1962
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with G. A.
with Electric
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Baltimore
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and editorial
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executives responsible for the physical distribution function.

Vega is new publication due to appear with December issue as official magazine of Vegetable Growers Association of America, Washington, D. C. Primarily addressed to growers, it will contain advertising, and will have a distribution of 35,000 copies.

MAGAZINES

Golf Digest, New York, is now distributed to newsstands in the United States and Canada by Curtis Circulation Company. Starting with its January issue, frequency of publication will be increased from 11 to 12 times a year, and format will be increased to 8 3/4 by 11 1/4 inches trim size. Cover price will be increased from 35 to 50 cents for regular issues, with price of annual January issue continuing at \$1.00.

Harper's Bazaar is adding a new semi-annual publication, *Bazaar's Special Edition of International Fashion*, due for newsstand sales only, to appear on March 15 and September 15. Cover price will be \$2.00, with guaranteed circulation of 100,000. A limit of 51 pages of advertisements has been set, each limited to one page, with only 16 in full-color.

Holiday will increase rates with its April 1962 issue from \$6,540 to \$6,865 for a one-time, black-and-white page. Publication says new rates reflect increasing costs in the publishing industry.

Ladies' Home Journal has a new general manager, E. Kent Mitchel, a vice president

of Curtis Publishing Company, who continues as publisher of *The American Home*. New vice president and advertising director of *LHJ* is John J. Veronis, former advertising director of *AH*, where he is succeeded by John L. Collins, formerly that publication's general sales manager.

NEWSPAPERS

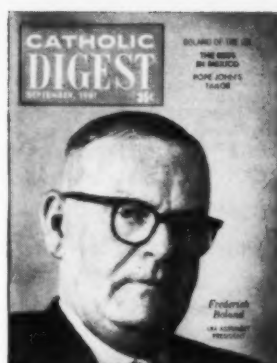
Boston *Daily Record* and *Evening American*, both Hearst newspapers, have been combined into a single all-day newspaper called the *Boston Record-American*, newsstand price eight cents, circulation approximately 450,000. Harold G. Kern, who has been publisher of both papers, is publisher of the combination.

Chicago *Tribune* general display advertising manager will be Robert C. Tower on January 1, 1962, when he will succeed Paul C. Fulton, retiring.

Hearst Newspapers has a new general manager, G. O. Markuson, who will continue as executive vice president of Hearst Corporation.

Milwaukee *Journal* has enlarged its radio and television section in the Sunday edition to 40 pages, including an eight-page listing of all 19 stations heard in Wisconsin.

St. Louis *Globe-Democrat* has merged its Saturday and Sunday editions into a week-end edition delivered on Saturday. Objective is to match week-end living habits, get longer reading time in homes. ■



"SPECIAL INTEREST" MAGAZINE OF AMERICA'S FASTEST-GROWING FAMILY MARKET

Total Catholic households are growing twice as fast as all others — over 35% increase in 10 years, compared to 16.6% U.S. average! CATHOLIC DIGEST, over 750,000 net paid, is edited for thorough family reading... contains 25 to 30 articles each month from the world's finest magazine, newspaper and book sources. At \$1.75, CATHOLIC DIGEST'S cost per 1000 is one of the LOWEST in the entire magazine field. To sell MORE to more households, get all the facts on this special-interest publication.

CATHOLIC DIGEST

Advertising Office
44 E. 53rd St., New York 22, N.Y.
Telephone PLaza 3-0828

DUCT

CHOPIN

message
BELIEVE

the stature
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Simpson Co.
e, Los Angeles
wood 3-7157

November 1961



Today's Health

PUBLISHED BY THE American Medical Association

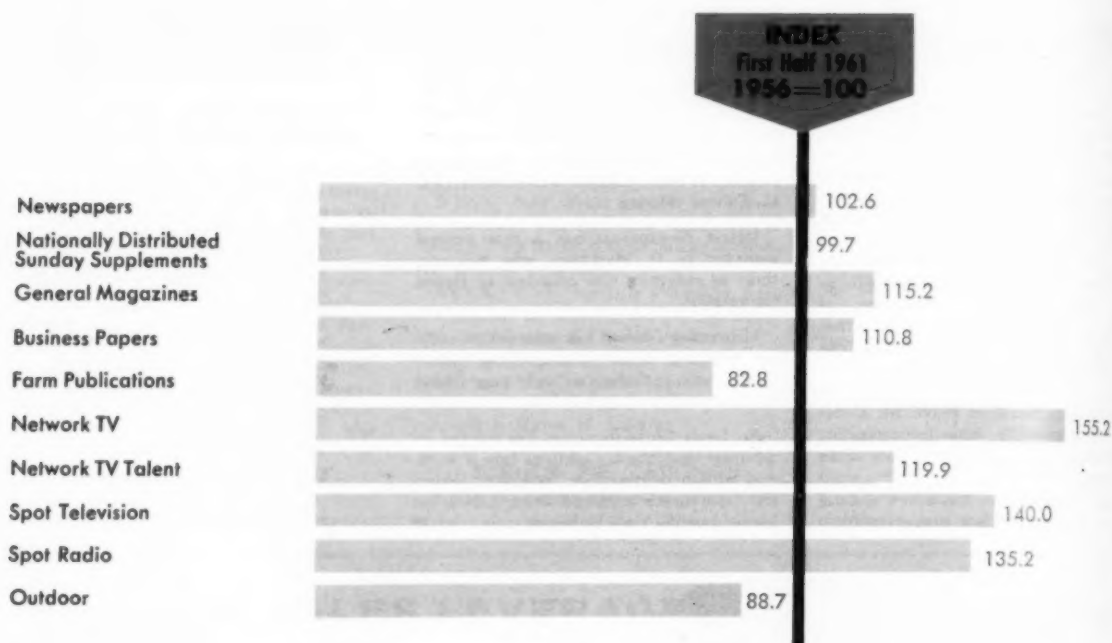
Whaley-Simpson Co.

McGraw-Hill Bldg., San Francisco 11, Calif.

Sutter 1-4583

Mediascope, November 1961

Record of National Advertising Expenditures First Half 1961



First Half 1961	\$ Volume 1961	\$ Volume 1960
Newspapers	\$ 355,344,000	\$ 363,540,000 ^R
Nationally Distributed Sunday Supplements	37,984,000	43,177,000
General Magazines	406,688,000	422,557,000
Business Papers	245,338,000	270,965,000 ^R
Farm Publications	25,599,000	28,197,000
Network TV	363,869,000	336,235,000
Network TV Talent	196,871,000	198,731,000
Spot Television	311,927,000	316,175,000 ^R
Spot Radio	89,644,000	94,060,000 ^R
Outdoor	53,000,000	59,200,000

R = Revised
* Not Available

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.



Prepared exclusively for MEDIA/SCOPE by J. I. Lasser & Co. SOURCES: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: NABAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives Assn. Outdoor: Outdoor Advertising Inc. Network TV talent and production: MEDIA/SCOPE.

Data, Incorporated

Responding to the complex informational needs of business, advertising and marketing, offers complete research and data processing services.

Through its Advertising Impact Measurement Service Division, "Data Inc." provides publishers with a way to assist advertisers in creating more persuasive ads and campaigns, while researching their own effectiveness.

ADVERTISING IMPACT MEASUREMENT SERVICE IS UNIQUE

Providing both quantitative and qualitative information

Focusing upon both editorial and advertising content

Three years in testing: Thoroughly validated

Based upon "In-Depth" personal interviews

Attractively priced—continuing survey

Packaged for potential participation by advertisers

ADVERTISING IMPACT MEASUREMENT SERVICE IS COMPREHENSIVE

Reader recognition scores for advertisements
(Quantitative)

Reader recognition scores for editorial content
(Quantitative)

Verbatim reaction toward advertisements
(Qualitative)

Verbatim reaction toward specific articles
(Qualitative)

for complete information, phone, visit or write...

 **Data, Incorporated**

***Responding to the Complex Informational Needs
of Business, Advertising and Marketing***

432 Park Avenue South
New York 16, New York
Telephone: MU 9-6250
A Subsidiary of SRDS, Inc.

d exclusively to
SCOPE by J. L.
& Co. SOURCES
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Inc. Supplements
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General Rep
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Bureau. Busine
J. K. Lasser & Co.
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nt and production
SCOPE.

Keystone Broadcasting System.

An analysis of state-by-state Negro population shifts between 1950 and 1960 shows these percentage increases among the 10 states with largest Negro populations: California, 91 per cent; Illinois, 61 per cent; New York, 54 per cent; Florida, 46 per cent; and Texas, 22 per cent. Gains and losses are shown for 48 states. Only four have lost. National increase over the decade was 25.4 per cent, up from 15 million in 1950 to 18.9 million last year. The 23 states served by Keystone Negro Network affiliates registered a 32 per cent increase.—A.

Sports Illustrated. Some 2.9 million members use America's 6,000 country clubs for entertaining, skeet shooting, swimming, sales meetings,



debut, weddings, and even bowling, as well as for golf and tennis. Clubs make annual liquor sales of \$252 million. Their case sales by beverage type and popularity by brand are recorded in "Alcoholic Beverage Sales in Golf and Country Clubs." Study found Scotch the top seller, with average purchase per club last year of 95.4 cases. Top brands were Dewar's, Cutty Sark, and Black and White. Bourbon was second best seller. Some 8.8 per cent of the clubs replying reported serving private labels.—B.

Nation's Business' survey of buying plans among larger pleasure boat

manufacturers found one of every three planning expenditure of at least \$25,000 for plant improvement this year. Study also covers ownership and rental of buildings and cars and trucks by make, and recent and planned buying of some 30 items, from air conditioning and background music service to conveyors and electronic computers. Insurance coverage of those plants, and business and news magazine readership of their management were also investigated.—C.

Progressive Grocer is running a five-article series on the manager and owner-manager of today's chain and independent super markets. Profile covers his past, present, and future, his responsibilities, authority, income, and attitudes, and his image among consumers, chain management, and wholesalers. Data include results of studies by Cornell and Michigan State, and case histories from the files of leading chains.—D.

Look. Latest in a series of marketing reports says that 43 per cent of all U.S. households were painted or wallpapered during the past two years, and that 20 per cent, or 10.7 million homes sustained major repairs or construction. Other reports cover appliance and insurance ownership. Insurance report includes breakdown of ownership by family characteristics, indicating best prospects. Appliance report shows brand decision influence of both wife and husband for various types of appliances.

Results of *Look's* annual "National Automobile and Tire Survey" forecast bright prospects for auto makers in 1962. Industry can hope for sales of 7.1 to 7.6 million new cars. Report also includes data on trucks, tires, maintenance, oil, gasoline, auto insurance, licensed drivers, car waxing, and even credit cards.—E.

True's report on Men's Toiletries compares this year's use of 36 items with 1953 and 1958. It finds current ownership of both electric and regular double-edge razors up 35 per cent since 1953. Other impressive gains have been made by stick and roll-on



Men's Toiletries

deodorants, at the expense of creams, and by shaving cream in pressure cans, at the expense of other package types. Report also shows brand preference and place of purchase of each item. Food stores now make one out of four sales of most of the 36 items, from hair tonic and shampoo to dentifrices and proprietary medicines.—F.

WDTM, Detroit. A report on listening by subscribers to WDTM's FM program guide indicates their predominance among those with higher incomes and education. Study found listening patterns varying according to demographic characteristics of subscribers. Generally, as FM listening rose, AM and TV exposure were found to drop. Percentages in each occupational, education, and income group among WDTM subscribers are compared to percentages among total population of Detroit's five-county metro area.—G.

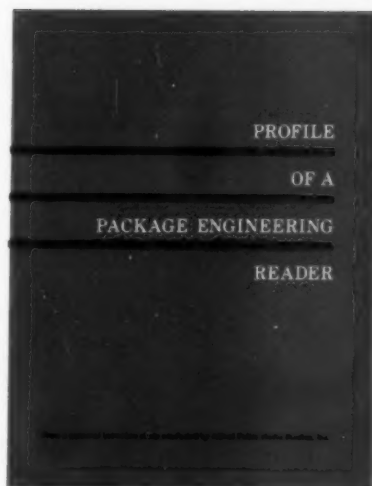
Westinghouse Broadcasting Company extracts new information from its May TV profile to throw light on actual prices paid by new car buyers, according to family income. Manufacturers' list prices are replaced by sums that consider both extras and trade ins. As expected, "Automotive Report" shows that the more expensive models are bought

those with higher incomes. It was also found that half of all U. S. families have never bought a new car, and that more than half of the new cars bought cost the buyer less than \$3,000. Future WBC research on other products will also seek actual prices paid by consumers.—H.

Wildrick & Miller has updated its farm study, "Now — 10 Years Later, Still Fewer, Larger, Richer," with a new report, "What the Census Figures Reveal about United States' Biggest Industry." Report warns that good distribution among big city wholesalers may mean being "knee-deep in rural sales without knowing it. It's your jobbers' resale figures — not your sales reports" that tell the story. New data show farm buying power up 12 per cent for the first half of this year, and put long term buying power at \$26 billion a year — up \$7 billion since 1951. But most of it is said to come from the 20 per cent of U. S. farms that do 80 per cent of farm business.—I.

The Pulse. A 1958 survey of the New York Area found 54 per cent of the respondents "admitting that newspaper critics influence their TV viewing." But only 30 per cent say so today. And this 30 per cent now takes the "critics' cues" with but half the regularity of 1958's readers of newspaper television columns. This year's survey also found more readers of television columns than of movie columns, and includes information on popularity of individual columnists and on which subjects in TV columns elicit most interest.—J.

Package Engineering. A survey of reader buying activities and the frequency with which they exert their buying influence indicates that 79 per cent take part in buying decisions during a six-months' period. Politz report gives percentages participating in discussion of profit possibilities of new packaging processes or products; analysis of or specification for possible purchase of such items; investigation of what products might meet those specifications; selection of



product or supplier; actual purchase; evaluation of packaging product performance after purchase.—K.

Adam Young, Inc. Compared to "average" radio stations, music and news stations in the first 100 markets reach more homes with children, more homes with an annual income of \$5,000 or more, and more homes whose household head is 39 or younger. Findings are based on data from Batten, Barton, Durstine & Osborn's "BBDO Spot Radio Pocket Piece" and *Life's* "Study of Consumer Expenditures." Report also shows ex-

penditures for various products by households in the above categories.—L.

Chemical Engineering. "The Chemical Process Industries" shows the geographic concentration of the 18 industries of the CPI market, and describes their prospects for growth through research and development. The 32-page report also lists their SIC classifications and explains their part in production of consumer goods.—M.

Boys' Life. Two new reader surveys cover sports equipment and firearms. Latter indicates that 39 per cent of the boys own some kind of rifle or shotgun, and only 12 per cent expressed no interest in getting one. Among owners, nearly 90 per cent had firearms by the time they were 14. Some 17 per cent bought the weapon themselves, and 20 per cent picked what they wanted but had someone else buy it. Most are shared with fathers and brothers. Most popular types, in order, are .22 bolt action rifles, air rifles, .22 semi-automatics, and shotguns. Sports survey found 65 per cent of the boys buying equipment from sports goods stores, and 85 per cent saying brand names help them decide what items to buy.—N.

Requests for these studies will be forwarded by MEDIA/SCOPE to the firms that published them. These firms will then send studies directly to the requestors, with appropriate invoices for any stated charges. ■

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: A B C D E F G H I J K L M N O P Q R S T.

Your Name and Title: _____

Company: _____

Address: _____

11

Who Should Pay For Equipment Tests?

CP tests point up things to consider in testing cost program of trials 27

'Tris Amino' Upgrades Alkyd Resins

improves chemical resistance, adhesion and drying of modified alkyd coatings 43

OPERATING MANAGEMENT'S OWN MAGAZINE

CHEMICAL PROCESSING

OCTOBER 1961

TITANIUM USE IN CPI MOUNTS RAPIDLY

New installations going in at four times the rate of two years ago...here's the story behind the growth, current applications...page 33

the only magazine edited for "Operating Management" in the CPI*

EDITED BY A STAFF OF EDITORS UNEQUALLED IN CPI ON THE JOB EXPERIENCE, BACKED BY TECHNICAL TRAINING PLUS MANY YEARS OF JOURNALISTIC ACHIEVEMENT

THE "OTHER FIVE"—Of the other five major chemical magazines three (3) serve professional and association interests of chemists and chemical engineers, whether they are employed in the CPI or in other, non-industrial pursuits; one (1) presents weekly news of professional and association interests; one (1) offers general news weekly, of finance, personnel changes, marketing, sales.

*Chemical Process Industries

A DEFINITION . . .

"Granted that mathematicians, scientists, and engineers play a major role in the process of discovery, invention and application

"it remains for managers to translate the laboratory and drafting board discoveries into tangible goods and services for the community

. . . Harvard Business Review, Sept.-Oct., 1961

"Business Men in Power". Page 95.

who is operating management in the CPI*?

Please read again, in the definition above, the classification of the respective roles of 'technical specialists' and 'managers'.

CHEMICAL PROCESSING is vastly different from all other chemical magazines for its editorial appeals directly to Operating Management of the CPI*. Logically its reader base is vastly different.

Who is "Operating Management"?

CHEMICAL PROCESSING's reader audience is made up of those who direct and control actual productive operations in chemical process plants . . . in contrast to the "technical specialists" in chemistry and chemical engineering.

Major chemical process plants report, in a current study, that of their men in "key positions"—17% hold chemistry degrees, 37% hold chemical engineering degrees, while 46% hold "other degrees" or "no" degree.

Obviously, "operating management" men must be, and are selected from those demonstrating managerial ability . . . whether college years brought them technical degrees or not.

The 46% of "key position" operating men without chemical degrees emphasizes the necessity of editing to this vital group in terms of management problems and opportunities. And of the 17% and the 37% of management men with degrees are no longer simply "chemical specialists" . . . they too are operating management in function, responsibility and in their thinking.

CHEMICAL PROCESSING alone specializes in serving these responsible decision-makers, whose executive approval is essential in all purchases of significance.

Hence CHEMICAL PROCESSING is basic, your first and major medium delivering the vital audience of men in the key buying positions of Operating Management. For what product or service can be bought without Operating Management's favorable decision!



PUTMAN PUBLISHING COMPANY
Putman Publishing Bldg., 111 East Delaware Place, Chicago

also publishers of
QUEST . . . for tomorrow • FOOD PROCESSING • FOOD BUSINESS
WHAT'S NEW IN PLANT-ENGINEERING EQUIPMENT

Media/scope's

Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

September 1960 to September 1961



Business Publications

To repeat an average business publication advertising campaign of September 1960 in September 1961, the advertiser had to allow \$104.95 for every \$100 spent for space a year ago. Circulation rose 276 per cent and cost-per-thousand increased 2.13 per cent.



Consumer Magazines

For every \$100 invested in space in a typical consumer magazine advertising campaign in September 1960, the advertiser had to add \$9.89 to duplicate this schedule in September 1961. Circulation went up 4 per cent while cost-per-thousand rose 5.66 per cent.



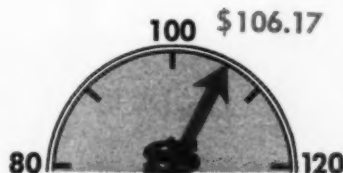
Daily Newspapers

On the average, national display rates of daily newspapers increased 4.72 per cent between September 1960 and September 1961. At the same time cost-per-million circulation rose approximately 3 per cent, while total circulation went up 1.7 per cent.



Spot Radio

In September 1961 the typical national spot radio campaign cost the advertiser \$100.99 for time, compared to \$104.60 for the identical schedule in September 1960. In September 1960 spot radio national rates were 4.6 per cent above the September 1959 rates.



Spot Television

The advertiser's \$100 allocation for national spot television time in September 1960 increased to \$106.17 by September 1961 for an identical schedule. This rise of 6 per cent in national spot TV rates compares with an increase of 9 per cent between September 1959 and September 1960.

Note: In all meters \$100 = unit cost for September 1960

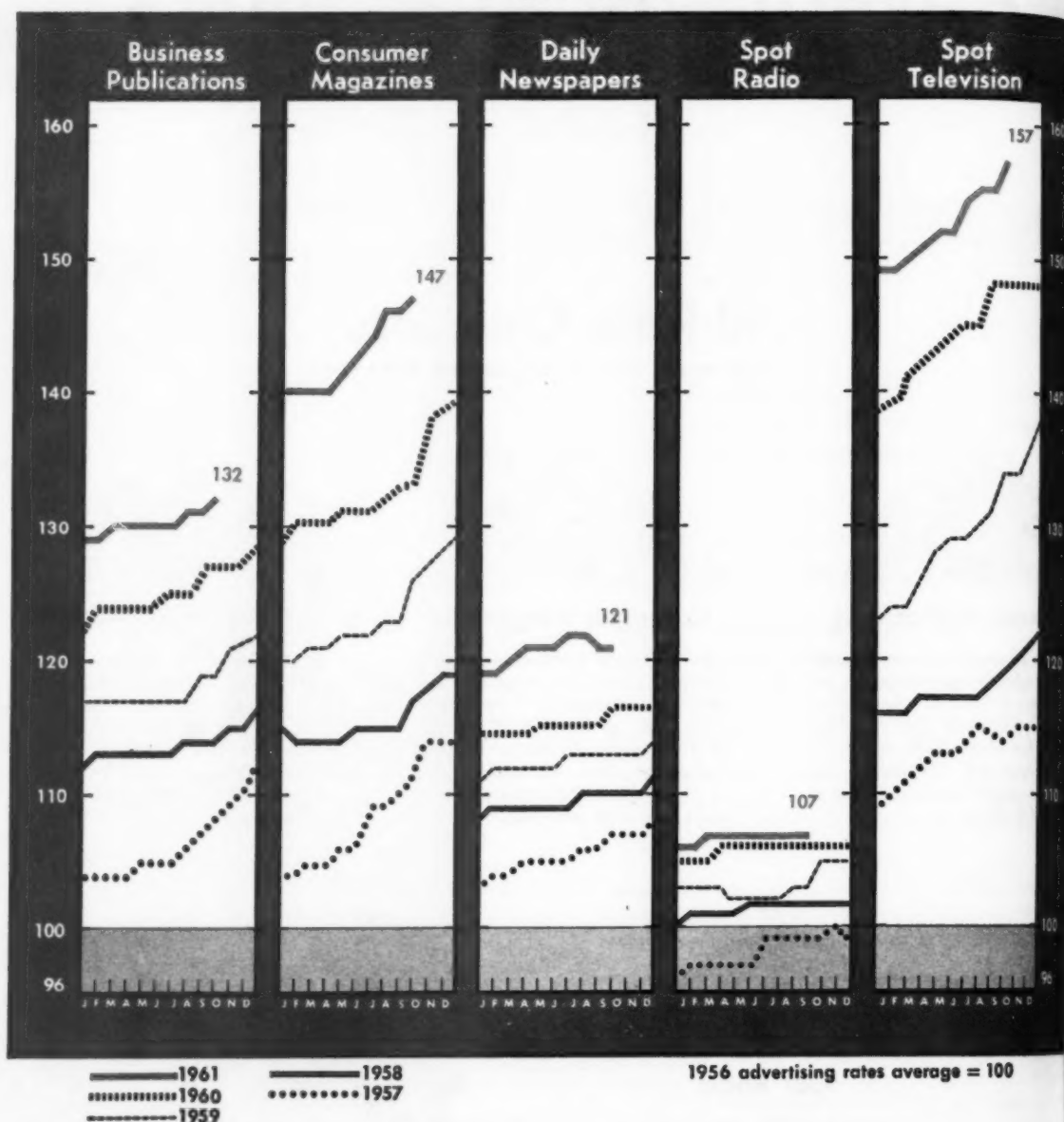
Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

Media/scope, November 1961

AD RATE INDEXES

Long-term Trends



Business Publications

In September 1961 business publications space rates were 32 per cent higher than during 1956. Business publication circulation was 17 per cent above the 1956 base, and cost-per-thousand circulation was 13 per cent higher.

Consumer Magazines

Page rates in a typical consumer magazine advertising campaign were 47 per cent higher in September 1961 than during the 1956 base period. Since 1956, circulation had risen 20 per cent and cost-per-thousand 22 per cent.

Daily Newspapers

National advertising display rates of daily newspapers in September 1961 continued at 21 per cent above the average rates of 1956. Circulation was almost 5 per cent

above and cost-per-million was 15 per cent above average in 1956 — levels comparable to the two preceding months.

Spot Radio

Time charges of a national spot radio campaign of 1961 would in September 1961 have cost the advertiser 23 per cent more than during the 1956 period. The September 1960 rates, by comparison, were 6 per cent above the 1956 average.

Spot Television

Prime spot television time rates were 57 per cent higher in September 1961, than they were during the 1956 base year. By comparison, the September 1960 rates were up 47 per cent, and the September 1959 rates were 35 per cent over the base period.

The visibility of your advertising in Medical Economics

a statement of policy

In the best interests of our physician readers and in the best interests of your advertising:

¶ MEDICAL ECONOMICS does not run gatefolds. This type of advertising, in our opinion, interferes with the normal reading habits of physicians. Gatefolds also detract to a marked degree from the visibility and exposure potential of nearby advertising.

¶ MEDICAL ECONOMICS does not accept run-of-book advertising in a fixed or "preferred" position. By rotating all ad units through the magazine, MEDICAL ECONOMICS does not deprive your advertising of any position that may be considered advantageous. Our objective is to maintain equal visibility and exposure potential for your advertising throughout the year.

¶ MEDICAL ECONOMICS' editorial content is specifically designed to draw the physician-reader through all sections of the magazine. Our aim is to maintain equal reader traffic throughout and thus create maximum visibility for your advertising in every issue.

Medical Economics

Oradell, N. J.

The journal that serves the doctor first serves the advertiser best

PROMOTIONS AND PRESENTATIONS

Successful Farming.

"Farming's New Face," based on the 1959 Census of Agriculture, shows nine per cent more tractors than in 1954 operating on seven per cent fewer farms. And in just one area — chickens — 22 per cent fewer farms raised 68 per cent more in 1959. These are just two examples of the rapid changes occurring on U. S. farms today. Among others

cited in both a large-screen color presentation and in a new booklet is the larger size of today's farms. Between 1954 and 1959, size of the average farm increased by 60 acres. Increase was but 31 acres between 1880 and 1940. Such changes, plus greater use of machinery and chemicals, mean more stress on management, less on labor, by the modern farmer. This, in turn, means greater reliance on "technically competent sources of information" — mass media, dealers, extension specialists, and agricultural colleges.

American Broadcasting Co.

Last month some 150 New York City school teachers were guests of ABC as part of their course, "Television in Today's World," sponsored by the Television Information Office and the city's Board of Education. ABC's session was devoted to "Technical Aspects of Broadcast Television." It included lectures, control room inspection, and closed circuit demonstrations, allowing visitors to see what happens upon various commands from the program and technical directors.

Redbook.

"Redbook Magazine's Shopping Center Promotion Planbook" includes case studies of how 63 shopping centers have built and budgeted promotion programs over a 12-month period. Hundreds of ideas cover everything from special holiday events to publicity tie-ins and celebrity appearances. \$10.

Progressive Grocer.

September newsletter of publication cites the difficulties facing grocery manufacturers and their salesmen in moving products on and off of supermarket shelves. Report explains why consumer advertising can't do the job alone. It says retailers are glad to cooperate with salesmen when shown why it is to their advantage. Most efficient communication of this message to concentrated audience of buying committee members, merchandising and advertising managers, supervisors and super market managers and owners" is through business publication, concludes the letter. Data on trends and dimensions of today's grocery market are included.

(Continued on page 116)



YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV / KGIN-TV!



...covering a bigger, better Lincoln-Land

VITAL STATISTICS OF THE NEW LINCOLN-LAND

(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	\$1,519,268,000
TV Homes	237,900
Retail Sales	\$1,124,130,000

The Feltzer Stations

WNEZ-TV — GRAND RAPIDS-KALAMAZOO
WNEZ RADIO — KALAMAZOO-BATTLE CREEK
WUEI RADIO — GRAND RAPIDS
WUEI-TV — GRAND RAPIDS-KALAMAZOO
WWTY — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA
KGIN-TV — GRAND ISLAND, NEBRASKA

Launching a sales program in Nebraska? The "countdown" shows just two big television markets — the extreme East and Lincoln-Land.

In the East, three top stations divide your viewers. In the other big market two stations — KOLN-TV and satellite KGIN-TV — combine to bring you a tremendous new Lincoln-Land — bigger and better than ever before! The map, and the figures at left, give you an idea of what it has to offer.

Avery-Knodel has the full story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

KOLN-TV / KGIN-TV

CHANNEL 10 • 314,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 314,000 WATTS
1049 FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative



The Feltzer Stations

WNEZ-TV — GRAND RAPIDS-KALAMAZOO
WNEZ RADIO — KALAMAZOO-BATTLE CREEK
WUEI RADIO — GRAND RAPIDS
WUEI-TV — GRAND RAPIDS-KALAMAZOO
WWTY — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA
KGIN-TV — GRAND ISLAND, NEBRASKA

MERCHANDISING SUPPORT!
Sure thing in...

LEVITTOWN, PA.
THE LEVITTOWN TIMES
AND
BRISTOL DAILY COURIER



Metal Products
Manufacturing
sells
manufacturers of
VENDING MACHINES

See Toll-All in Aug. or Sept. 1961

Warm Bodies or Active Readers?

Paragraph 7a can tell you

PUBLISHER'S STATEMENT

For 6 Month Period Ending

JUNE 1961



BUSINESS PUBLICATIONS AUDIT OF CIRCULATION, INC.

420 Lexington Avenue, New York 17, N. Y.

Established 1931

1. ELECTRONIC DESIGN

NAME OF PUBLICATION

2. Hayden Publishing Company, Inc.

PUBLISHING COMPANY

850 Third Avenue New York 22, New York

ADDRESS

3. None

OFFICIAL PUBLICATION OF

4. 1952

5. 26

ESTABLISHED

NUMBER OF ISSUES PER YEAR

Qualified Circulation is that circulation for which the mailing address, conformance to the Field Served and Recipient Qualification, and correct classification in Paragraph 9 are verified by auditable documentary evidence dated as shown in Paragraph 7a below.

6a. FIELD SERVED

ELECTRONIC DESIGN serves the electronic original equipment market defined as those United States companies manufacturing electronically actuated or controlled devices, component parts, or basic materials incorporated into electronic devices. Also included in the electronic original equipment market are electronic design consultants, independent laboratories and research organizations, military and government installations and laboratories, AEC and independent contractors engaged in electronic design and development.

6b. DEFINITION OF RECIPIENT QUALIFICATION

In order to qualify, the following two conditions must be met:

1. Recipients must function in the design and the development engineering of manufactured products.
2. Recipients must be employed by the companies or organizations described above.

7a. SOURCES OF QUALIFIED CIRCULATION FOR ISSUE OF June 21, 1961	QUALIFIED WITHIN				
	1 year	2 years	3 years	Total	Percent
1. Direct communications to publisher from qualified recipient or member of recipient's firm	-	-	-	-	-
2. Direct communications to publisher from qualified recipient on form approved by BPA requesting the publication	38,527	-	-	38,527	100.0%
3. Field reports obtained by independent field service organizations under contract to the publisher	-	-	-	-	-
4. Lists:					
a. Association rosters and directories	-	-	-	-	-
b. Wholesalers', manufacturers', jobbers' or distributors' customers and prospects	-	-	-	-	-
c. Licensees—federal, state or local government	-	-	-	-	-
5. Business directories printed and published	-	-	-	-	-
6. All other sources	-	-	-	-	-
Total Qualified Circulation of issue analyzed	38,527	-	-	38,527	100.0%
	100.0%	-	-	100.0%	100.0%
7b. AVERAGE TOTAL QUALIFIED CIRCULATION FOR THIS STATEMENT PERIOD	37,944				

ELECTRONIC DESIGN
JUNE 1961

ELECTRONIC DESIGN is the first and only BPA audited publication that is 100% individual request within current year.

Setting new standards for which its member publications can strive, BPA is for the first time auditing circulation for "request." This revolution in auditing helps assure the advertiser that *his message is being read!* Obviously, qualified individual request subscribers make the best prospects. They ask for the magazine. They read it!

Out of 508 BPA audited publications, *only* ELECTRONIC DESIGN is 100% individual request within one year! And what's more, we have been since 1954!

Your Electronics Advertising Will Be Read in ELECTRONIC DESIGN

(Continued from page 114)

National Broadcasting Co.

New NBC program schedule is displayed through picture-book photography in "Viewpoint '62." Book, like the schedule it illustrates, covers range of human experience from comedy and period adventure to education, religion, and current events.

Housewares Buyer.

Retail value of housewares sales by region and by outlet type are charted, and offer is made of a do-it-yourself form for cost calculation of various publications needed to cover the entire market. "The Expanding Home-ware Market" points up addition of everything from outdoor cooking equipment to lawnmowers and power

tools to the "kitchen equipment and other labor saving devices" that formerly sufficed to define housewares. Brochure says these items are now distributed through nine major markets, each served by different publications — department stores, supermarkets, discount houses, variety stores, drug stores, hardware outlets, house to house, stamp plans, and catalog-mail order.

School Product News.

A new brochure charts trends in the school market and describes the publication's editorial approach and franchise-paid circulation. Magazine's field men seek franchise holders among suppliers to the school market. Holders compile their own circulation lists from customers and prospects

and pay for copies reaching this circulation. Back cover of copies going to each holder's prospects carries his advertisement. Holder's sales force keeps the list current.

Production.

"Your Advertising in Production Is Only the Beginning!" tells of the possibilities for followup. These include complimentary issues with merchandising letters, merchandising subscriptions, direct mail service, display easels, preprints, reprints, and surveys of readership and recall. Price of each service is given with description. Brochure also suggests best occasions for merchandising, tells what can be expected of it, and tells who's eligible.

VIDEODEX NATIONAL RATING ANALYSIS

TOP FIVE PROGRAMS DAILY *

September 5-11, 1961

Show	Rating	Network	Sponsor	Show	Rating	Network	Sponsor
SUNDAY				5. Naked City	17.4	ABC	Brown & Williamson, Bristol-Myers, Du Pont, Warner, Polk Miller
1. Candid Camera	24.0	CBS	Bristol-Myers	THURSDAY			
2. Ed Sullivan	22.2	CBS	Colgate	1. Untouchables	23.8	ABC	Liggett & Myers, Beecham, Armour
3. Holiday Lodge	19.5	CBS	State Farm Insurance	2. My Three Sons	20.4	ABC	Chevrolet
4. Dennis The Menace	19.2	CBS	Kellogg	3. Real McCoys	20.2	ABC	Procter & Gamble
5. G. E. Theatre	18.6	CBS	General Electric	4. Summer Sport Spec.	17.7	CBS	General Foods, Scripto
MONDAY				5. Silents Please	15.9	ABC	Campbell Soup, Ralston
1. Glenn Miller	17.1	CBS	Lorillard	FRIDAY			
2. Bringing Up Buddy	16.8	CBS	Scott	1. 77 Sunset Strip	22.8	ABC	American Chick, American Home, Beecham, R. J. Reynolds, Colgate, Drackett, Nabisco
3. Ann Sothern	16.6	CBS	General Foods	2. Rawhide	20.0	CBS	Colgate, Drackett, Nabisco
4. Cheyenne	16.2	ABC	Bristol-Myers, Lehn & Fink, Mennen, Procter & Gamble	3. Twilight Zone	17.7	CBS	Liggett & Myers
5. Peter Gunn	14.4	ABC	R. J. Reynolds, Bristol-Myers	4. Flintstones	17.1	ABC	R. J. Reynolds, Miles Labs
TUESDAY				5. Route 66	15.6	CBS	Chevrolet, Sterling Drug.
1. Thriller	18.6	NBC	Helene Curtis, Glenbrook Labs, Beech-Nut, American Tobacco	SATURDAY			
2. Rifleman	17.4	ABC	Procter & Gamble	1. Miss America	28.8	CBS	Pepsi-Cola, Oldsmobile, Toni, Philco
3. Dobie Gillis	17.1	CBS	Philip Morris	2. Checkmate	19.2	CBS	Brown & Williamson, Kimberly-Clark
4. Playhouse 90	16.8	CBS	Procter & Gamble, Lorillard, Bristol-Myers, Star Kist, S. C. Johnson	3. Perry Mason	19.0	CBS	Parliaments, Sterling, Moorer
5. Comedy Spotlight	16.5	CBS	Procter & Gamble	4. Leave It To Beaver	18.6	ABC	Ralston
WEDNESDAY				5. Lawrence Welk	17.7	ABC	Dodge
1. Price Is Right	21.9	NBC	Lever Brothers				
2. Wagon Train	19.5	NBC	R. J. Reynolds, Nabisco				
3. Mystery Theatre	18.9	NBC	Kraft				
4. I've Got a Secret	18.3	CBS	General Foods, R. J. Reynolds				

* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

It is a measure of audience.

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November 1961

Motivation? How about money?



Why do people read magazines? For information, awareness, understanding of their world and themselves. In pursuit of an interest — art, sport, travel, fashion, tree snails or old jokes. For vicarious adventure or romance, escape. To learn how to broil a steak, split an atom, build a birdhouse. To kill time or discourage a talkative barber. The reasons are as many and varied — as people themselves.

But we do know what moves 1,300,000 subscribers to read a certain magazine. The motivation is money. The magazine is **SUCCESSFUL FARMING**.

Farming is a highly volatile business. Every year, farms decline in number, increase in acreage, require more investment, machinery and equipment, and better management.

To the major producers of livestock and field crops, **SUCCESSFUL FARMING** is their management manual. It helps its readers save time and work, lower costs, improve earnings, plan better, buy better, take advantage of every advance in farming. It is not only read, but studied, kept, consulted again and again.

For fifty-nine years, **SUCCESSFUL FARMING** has served the country's best farm families — earned an influence few media can match; an influence that augments reception and response for the advertising it carries.

SF farm subscribers have more land, buildings, equipment, livestock than the average farmer; for the last decade had farm cash incomes about 70% above the US farm average; are one of today's best class markets, for everything.

If you want more action from advertising, put it in **SUCCESSFUL FARMING**. And ask any SF office about the sales opportunities in SF's 12 Regional and State editions.

SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



Media/dates

NOVEMBER

- 2-3: American Marketing Assn., Radisson Hotel, Minneapolis.
- 2-4: Assn. of National Advertisers, The Homestead, Hot Springs, Va.
- 6-8: Broadcasters' Promotion Assn., Waldorf-Astoria, N. Y.
- 7-9: Point-of-Purchase Advertising Institute Symposium and Exhibit, McCormick Place Exhibition Center, Chicago.
- 10: National Assn. of Broadcasters, Somerset Hotel, Boston.
- 10-12: Advertising Federation of America, Hotel Hershey, Hershey, Pa.
- 13: National Assn. of Broadcasters, Pittsburgh-Hilton, Pittsburgh.
- 13-15: Southern Newspaper Publishers Assn., Boca Raton Hotel and Club, Boca Raton, Fla.
- 15: National Assn. of Broadcasters, Hotel Leamington, Minneapolis.
- 15-16: American Assn. of Advertising Agencies, The Biltmore, N. Y.
- 15-17: Television Bureau of Advertising, Statler-Hilton, Detroit.
- 16: Assn. of Industrial Advertisers, Marriott Motel, Philadelphia.
- 20: National Assn. of Broadcasters, Robert Meyer Hotel, Jacksonville, Florida.
- 24-25: Advertising Federation of America, Hotel St. Paul, St. Paul, Minnesota.

DECEMBER

- 28-30: American Marketing Assn., The Biltmore, New York. ■

M
P
M

Metal Products Manufacturing
sells
manufacturers of
BUSINESS MACHINES

See Tech-All in Aug. or Sept. 58DS

9th LARGEST RETAIL SALES MARKET IN PENNSYLVANIA

LEVITTOWN, PA.

\$235,000,000.00

THE LEVITTOWN TIMES

AND

BRISTOL DAILY COURIER

TRENDS IN NATIONAL NEWSPAPER ADVERTISING LINAGE

SEPTEMBER and FIRST NINE MONTHS 1961 vs 1960

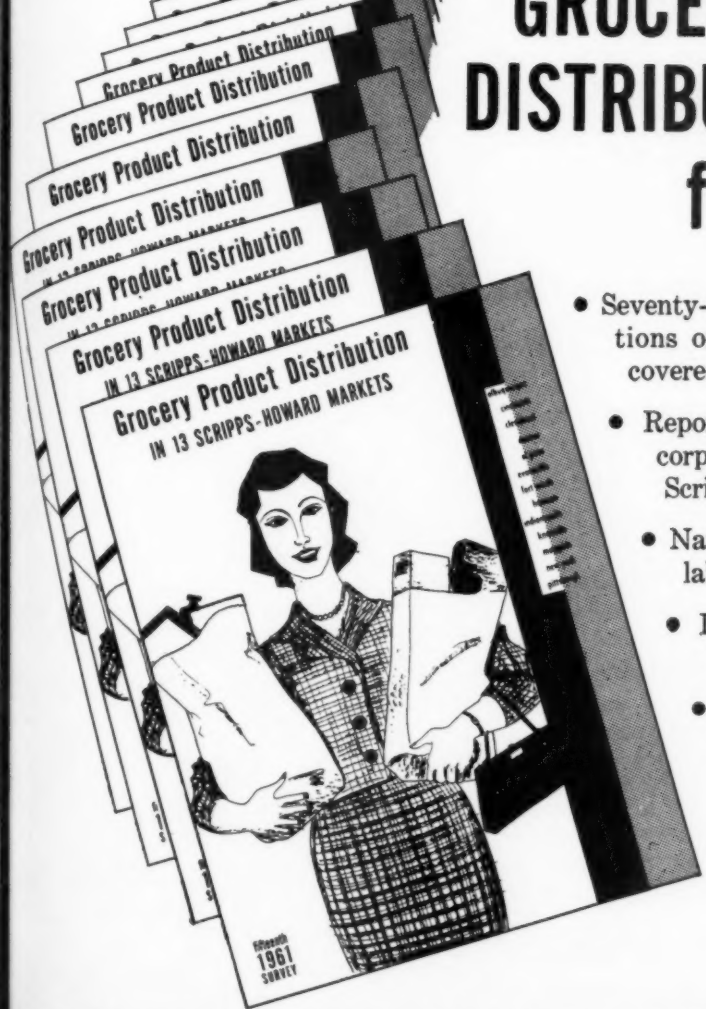
	SEPTEMBER 1961 vs 1960		FIRST NINE MONTHS 1961 vs 1960	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
GENERAL				
Alcoholic Beverages	-12.4	8.0	-11.5	8.1
Foods	-4.0	14.3	-2.7	14.2
Baby Foods	+12.9	0.3	+18.0	0.4
Baking Products	-16.0	2.5	+4.6	1.9
Beverages	-14.0	1.9	-18.3	2.2
Cereals & Breakfast Foods	+78.8	0.6	+0.5	0.5
Condiments	-20.8	1.1	-16.0	1.0
Dairy Products	-28.0	1.3	+7.5	2.1
Frozen Foods	-22.5	0.6	-24.8	0.9
Meats & Fish	+4.2	1.5	+6.3	1.6
Industrial	-32.1	1.8	-7.5	3.1
Insurance	+2.5	1.7	-6.3	1.7
Medical	-19.9	2.0	-10.8	2.3
Public Utilities	+3.0	3.5	-2.7	2.4
Publishing & Media	-13.9	10.1	-9.3	8.7
Radio, TV & Phonographs	-27.8	1.1	-23.1	0.8
Sporting Goods, Cam. & Photo. Suppl.	-10.1	0.5	-42.2	0.7
Tobacco	-48.4	2.4	-22.4	3.4
Toilet Requisites	-17.1	2.9	-15.7	3.8
Dentifrices	+209.7	0.7	-21.3	0.3
Men's Toiletries	-65.1	0.4	-30.1	0.3
Perfumes & Cosmetics	-15.0	1.1	-19.3	1.2
Toilet Soaps	-76.5	0.1	-32.0	0.1
Transportation	+11.7	11.8	+10.7	72.6
Airways	+40.8	8.9	+20.7	8.9
Bus Lines	-67.7	0.4	-23.8	0.3
Railroads	-35.9	0.6	-9.7	0.9
Steamships	-8.2	1.2	-5.8	1.1
Tours	+8.6	0.6	+0.8	0.9
Wearing Apparel	-12.8	2.3	+0.2	1.4
TOTAL GENERAL	-9.0	74.1	-7.3	75.9
AUTOMOTIVE				
Gasolines & Oils	+88.7	2.7	+64.2	4.7
Passenger Cars—New	+32.5	15.6	-23.4	11.3
Tires & Tubes	+42.9	1.5	+23.0	2.1
Trucks & Tractors	+13.9	0.8	-4.1	0.4
TOTAL AUTOMOTIVE	+21.9	25.9	-8.6	34.1
TOTAL GENERAL AND AUTOMOTIVE	-2.6	100.0	-7.6	100.0

Prepared exclusively for Media/scope by Media Records, Inc.

PAGE
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% of
Total
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34.1
100.0

NOW READY

SCRIPPS-HOWARD'S GROCERY PRODUCT DISTRIBUTION SURVEY for 1961



- Seventy-one (71) major and sub-classifications of grocery store merchandise are covered.
- Reports show all brands handled by corporate chain grocery stores in 13 Scripps-Howard cities.
- Nationally known as well as private label brands are listed.
- Distribution is shown brand by brand and chain by chain.
- For your copy, contact any Scripps-Howard newspaper or representative.

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK . . . World, Telegram & The Sun	COLUMBUS Citizen-Journal	DENVER . . . Rocky Mountain News	EVANSVILLE Press
CLEVELAND Press and News	CINCINNATI Post & Times-Star	BIRMINGHAM Post-Herald	HOUSTON Press
PITTSBURGH Press	KENTUCKY Kentucky edition	MEMPHIS Press-Scimitar	FORT WORTH Press
INDIANAPOLIS Times	Cincinnati Post & Times-Star	MEMPHIS Commercial Appeal	ALBUQUERQUE Tribune
SAN FRANCISCO . . . News-Call Bulletin*	KNOXVILLE News-Sentinel	WASHINGTON Daily News	EL PASO Herald-Post
*Affiliated			
General Advertising Department . . . 330 Park Avenue, New York City—Chicago San Francisco Los Angeles Detroit Cincinnati Philadelphia Dallas			

Reach the DYNAMIC, GROWING SEGMENT of the Medical Market

THE NEW
PHYSICIAN
SEGMENT



"The part
that
becomes
the whole"

Exclusively in THE NEW PHYSICIAN

Complete your present marketing strategy and fortify your future by reaching the young doctors and doctors-to-be in THE NEW PHYSICIAN. This is the dynamic, growing segment of the medical market—when the young doctors are writing their first prescriptions and establishing their prescribing habits.

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is not duplicated by any other
publication:

Residents (All U.S. residents)	29,604
Interns (All U.S. AMA approved)	6,916
Medical School Department Heads	1,521
Newly Established Practitioners	6,783
Medical Students	17,366

Most young doctors read THE NEW PHYSICIAN for over seven years as their official journal.

Write for the "FACTS FOLDER"

THE NEW PHYSICIAN

Official publication of the Student American
Medical Association.

430 N. Michigan Ave., Chicago 11, Illinois

PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
AGENCIES		
Peter Berla	Ogilvy, Benson & Mather, Media Buyer	Ogilvy, Benson & Mather, Media Supv.
Gabriel Berner	Pepsi-Cola, Sales Analyst	Lennen & Newell, Inc., Mkt. Resch. Project Dir.
Harry Dale	Lennen & Newell, Inc., Mkt. Resch. Project Dir.	Lennen & Newell, Inc., Mgr., Mkt. Resch. Div.
Norman Feuer	Benton & Bowles, Print. Estimating Supv.	Doherty, Clifford, Steers & Shenfield, Inc., Asst. Media Services Supv.
Bruce Graves	NBC Spot Sales, Resch. Project Specialist	Norman, Craig & Kummel, N. Y., Mgr. Media Resch. Dept.
Buckingham W. Gunn	Clinton E. Frank, V.P., Radio-TV Dir.	Clinton E. Frank, Sr. V.P.
John L. Gwynn	Erwin Wasey, Ruthrauff & Ryan, Inc., Chicago, V.P., Media Dir.	Erwin Wasey, Ruthrauff & Ryan, Inc., Media Dir., Central Div.
James K. Jurgensen	Lilienfeld & Co., Chicago, Acct. Exec., Radio-TV Dir.	Lilienfeld & Co., Chicago, Dir. of Media
William D. Laurie, Jr.	J. Walter Thompson, Mgr., Detroit Office	J. Walter Thompson, Exec. V. P.
James O. Luce	J. Walter Thompson, N.Y., Media Buyer	J. Walter Thompson, Detroit, Media Director
Dr. Paul Lyness	Gallup & Robinson, Inc., Pres.	Marplan, Sr. Resch. Consultant
Jack L. Matthews	Clinton E. Frank, Acct. Exec.	Clinton E. Frank, Acct. Supv.
Leonard S. Matthews	Leo Burnett Company, Chicago, V.P., Mktng. Services	Leo Burnett Company, Chicago, Exec. V. P., Broadcast Media and Administration
Frank P. McDonald	Doherty, Clifford, Steers & Shenfield, Inc., Asst. Broadcast Buyer	Doherty, Clifford, Steers & Shenfield, Inc., Broadcast Buyer
William C. Munro	D'Arcy Advertising, Dir. of Mktg.	D'Arcy Advertising, V.P., Dir. of Mktg.
Frank Rolfe	Campbell-Mithun, Time Buyer	Campbell-Mithun, Time Buying Supv.
Fred L. Ryner	Fletcher, Richards, Calkins, & Holden, Assoc. Resch. Dir.	Lambert & Feasley, Inc., V. P., Dir., Resch.
Eugenie Stamler	Norman, Craig & Kummel, V.P., Dir., Print Media	Norman, Craig & Kummel, V. P., Dir., Media Relations
Harry Vosburg	Lambert & Feasley, Inc., V.P., Dir. of Resch.	Lambert & Feasley, Inc., V. P., Dir. of Mktg. Services
Herbert Westphalen	Lennen & Newell, Inc., Mgr., Mktg. Resch. Div.	Lennen & Newell, Inc., Resch. Acct. Supv.
Bob Zschunke	Campbell-Mithun, Assoc. Media Dir.	Campbell-Mithun, Asst. Dir., Media Dept. Administrative Mgr.
ADVERTISERS		
Harvey Chanler	Library of Sound Education, Mktg. Consultant	Shulton, Inc., Sales Prom. Mgr., Home Products Div.
Edward J. Gray	Philip Morris, Inc., Mkt. Resch. Analyst	Philip Morris, Inc., Asst. Dir. of Mktg. Resch.
Howard T. Lupton	Philip Morris, Inc., Asst. Mgr., Mkt. Resch. and Statistical Dept.	Philip Morris, Inc., Mgr.
Charles J. Murphy	Olin Mathieson Chem. Corp., Asst. Dir. Adv.	Olin Mathieson Chem. Corp., Adv. Mgr.
William D. Nye	Renault, Inc., N. Y., Asst. Merchandising Mgr.	Renault, Inc., N. Y., Adv. Sales Promo. Mgr.
John D. O'Rourke	Encyclopaedia Britannica Films, Inc., Member, Sales Promo. Dept.	Encyclopaedia Britannica Films, Inc., Advertising Sales Promo. Mgr.
Sidney Stricker, Jr.	Schenley Industries, V. P., Dir. of Adv.	Revlon Int'l. Corp., V. P., Mktg.
Henry Wendt, Jr.	American Cyanamid Co., Gen. Mgr.	American Cyanamid Co., Dir. of Adv.

GES

MPANY
SITION

& Mather

ell, Inc.,
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Inc., Mgr.

Chen.
Mgr.N.Y. Ad.
Mgr.Britannica
AdvertisingMgr.
Corp.

amid Co.

November 1961

Put Your
Advertising
in the Nation's
6th Largest
Consumer
Market...

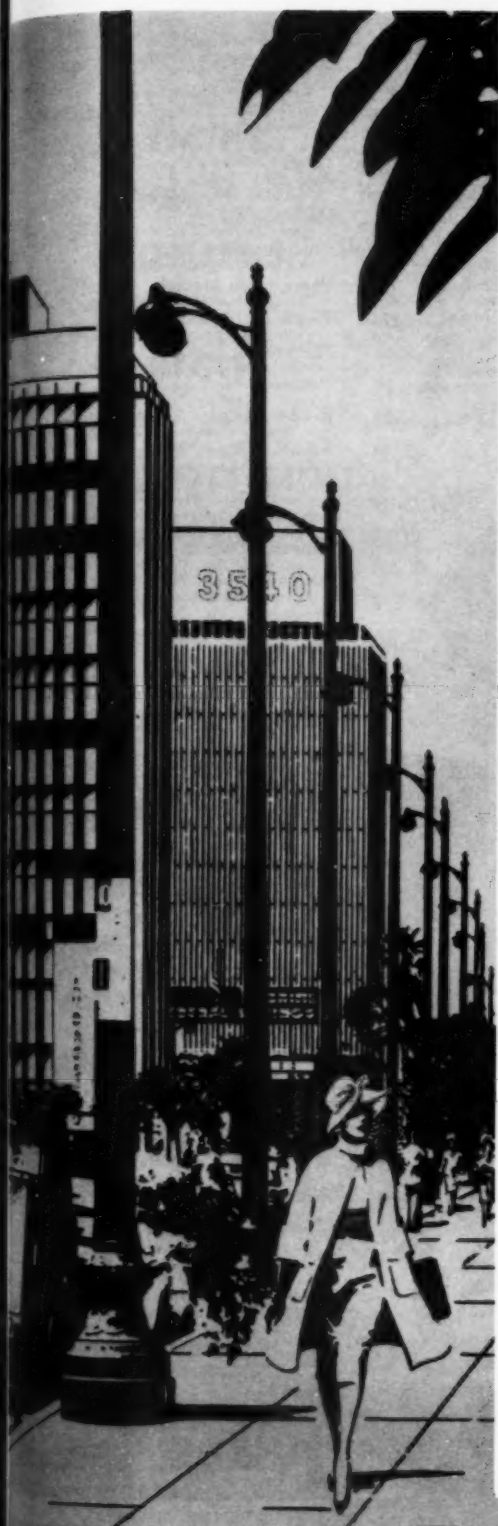
**THE
AUDIENCE
OF THE
SUNDAY
TIMES**

It's true. Only five *metropolitan marketing areas* in our entire nation contain more households than the number occupied by the *million family audience* of the Los Angeles Times. In fact, your advertising in the Sunday Times reaches *more family dwelling units* than the *total number* in San Francisco and Oakland *combined* . . . nearly 300,000 *more* than the 2nd Los Angeles newspaper . . . almost half of *all* English-reading families in the Los Angeles metropolitan area with annual incomes of \$5000 or more.

Sunday 991,471; Daily 559,383

The Los Angeles Times

NATIONALLY REPRESENTED BY CRESMER & WOODWARD, NEW YORK, CHICAGO,
DETROIT, ATLANTA, SAN FRANCISCO AND LOS ANGELES



ADVERTISERS' INDEX

American City	4	First Three Markets Group	33
<i>The Iversen-Ford Associates</i>		<i>Carpenter-Matthews & Stewart, Inc.</i>	
American Rifleman	44	Fortune	14-15
<i>Moulton Advertising Company</i>		<i>Fuller & Smith & Ross, Inc.</i>	
American Telephone & Telegraph Company	89	Georgia Group	12
<i>Cunningham & Walsh, Inc.</i>		<i>Burke Dowling Adams, Inc.</i>	
Booth Newspapers	9	Hotel World Review	32
<i>The Fred M. Randall Company</i>		Indianapolis Star-News	38
Boston Globe	83	<i>Caldwell, Larkin & Sidener-Fan Riper, Inc.</i>	
<i>Batten, Barton, Dursline & Osborn, Inc.</i>		Industrial Equipment News	26
Boys' Life	99	<i>T. N. Palmer and Company, Inc.</i>	
Buffalo Courier Express	16	Jackson Citizen Patriot	9
<i>The Rumrill Company, Inc.</i>		<i>The Fred M. Randall Company</i>	
Business Newspapers Association of Canada	96	KABC Radio Los Angeles	100
<i>The Walsh Advertising Company</i>		<i>Bachrack & Associates</i>	
Canadian Electronics Engineering	100	KOLN TV Nebraska	114
<i>Cockfield, Brown & Company, Limited</i>		<i>Doe-Anderson Advertising Agency, Inc.</i>	
Catholic Digest	105	Levittown Times/Bristol Daily Courier	91-114-118-122
<i>Persons Advertising Inc.</i>		<i>Al Finkle Agency</i>	
Chemical Processing	110	Life	30-31
<i>Geyer, Morey, Madden & Ballard, Inc. Western Division</i>		<i>Young & Rubicam, Inc.</i>	
Chicago Daily News/Sun Times	43	Los Angeles Herald Express	77
<i>Earle Ludgin & Company</i>		<i>Summit Advertising Company</i>	
Chicago Tribune	29	Los Angeles Times	121
<i>Foot, Cone & Belding</i>		<i>Donahue & Coe, Inc.</i>	
Christianity Today	74	Machinery	98
<i>The Iversen-Ford Associates</i>		<i>Wilson, Haight & Welch, Inc.</i>	
Corinthian Broadcasting Corp.	102-103	Madison Avenue	34
<i>Henry J. Kaufman & Associates</i>		McCall's	Third Cover
Detroit Free Press	73	<i>Grey Advertising, Inc.</i>	
<i>Karl G. Behr Advertising Agency, Inc.</i>		McClatchy Newspapers	75
Detroit News	23	<i>J. Walter Thompson Company</i>	
<i>W. B. Doner & Company</i>		Media/scope	123
Edmonton Journal	85	<i>Henry J. Kaufman & Associates</i>	
<i>James Lovick & Company Ltd.</i>		Medical Economics, Inc.	113
Electronic Design	115	<i>Comart Associates, Inc.</i>	
<i>T. V. Hodges Industrial Advertising & Publicity</i>		Metal Products Manufacturing	12, 32, 48, 74, 76, 80, 91, 100, 103, 114, 118, 122
Elks	32	<i>Harry Sturges & Associates</i>	
<i>Persons Advertising, Inc.</i>		Mill and Factory	24-25
Erie Times News	8	<i>The Schuyler Hopper Company</i>	
<i>Peter Zaphir Agency</i>		Modern Castings	76
Farm Journal	47	<i>Ladd, Southward & Bentley, Inc.</i>	
<i>Lewis and Gilman</i>		Nation's Business	81
		<i>Gray & Rogers Advertising</i>	
		New Equipment Digest	40
		<i>Beaumont, Heller & Sperling, Inc.</i>	
		New Physician	120
		<i>Samuel N. Turiel & Associates, Inc.</i>	

YOU CAN'T REACH THE DETROIT METRO MARKET WITHOUT THE PONTIAC PRESS



The Detroit Metropolitan market is the nation's 5th largest. Daily, one Detroit paper covers only 25% of the Pontiac market area, the other only 15%. The Pontiac Press covers 76% of all market area households. 50% of the area households read only The Pontiac Press. Pontiac is the nation's 113th largest trading area in Retail Sales.

The Pontiac Press

Pontiac, Mich.—Circulation 60,439—Publisher's Statement March, 1960

REPRESENTED BY NEWSPAPER MARKETING ASSOCIATES

Scolaro, Meeker and Scott Division Doyle and Hawley Division
New York, Chicago, Philadelphia, Detroit Los Angeles, San Francisco

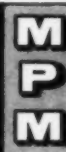
Newspaper Division of Field Enterprises, Inc.	
<i>Earle Ludgin & Company</i>	
Newsweek	
<i>N. W. Ayer & Son, Inc.</i>	
New Yorker, The	Back Cover
<i>Chirurg & Cairns, Inc.</i>	
New York Herald Tribune	
<i>Papert, Koenig, Lois, Inc.</i>	
New York Times	
<i>Franklin Spier Advertising</i>	
Oakland Tribune	
<i>James R. Lunke & Associates</i>	
Outdoor Advertising, Inc.	
<i>McCann-Marshall, Inc.</i>	
Paper Trade Journal	
<i>The Schuyler Hopper Company</i>	
Parade Publications	
<i>Reach, McClintock & Company</i>	
Playboy	
<i>Marsten & Aubrey Advertising Agency</i>	
Pontiac Press	
<i>Page Advertising</i>	
Reader's Digest	
<i>J. Walter Thompson Company</i>	
Roanoke Times/World-News	
<i>Hall and Company, Inc.</i>	
San Diego Union/Tribune	
<i>Barnes Chase Company</i>	
San Jose Mercury-News	
<i>Richard Jorgensen Advertising</i>	
Saturday Evening Post	
<i>Batten, Barton, Dursline & Osborn, Inc.</i>	
Scripps Howard Newspapers	
<i>Lennen and Newell, Inc.</i>	
Seventeen	
<i>Al Paul Lefton Company, Inc.</i>	
Standard Rate & Data Service, Inc.	
<i>The Schuyler Hopper Company</i>	
SRDS DATA, Inc.	
<i>The Schuyler Hopper Company</i>	
Stanley Publishing Company	
<i>Torkel Gundel & Associates</i>	
Steel	Second Cover, ROP
<i>Beaumont, Heller & Sperling, Inc.</i>	
Successful Farming	
<i>L. E. McGivern & Company, Inc.</i>	
Syracuse Newspapers	
<i>Doug Johnson Associates, Inc.</i>	
Tacoma News Tribune	
<i>The Condon Company</i>	
Tampa Tribune and Times	
<i>R. E. McCarthy and Associates</i>	
Today's Health	104-105
Traffic World	
<i>The Schuyler Hopper Company</i>	
U. S. News and World Report	
<i>MacMann John Adams, Inc.</i>	
WDBJ TV Roanoke, Virginia	
<i>Houch & Company, Inc.</i>	
WFGA TV Jacksonville, Florida	
<i>Grant Advertising, Inc.</i>	
WJR Radio Detroit	
<i>Campbell-Ewald Company</i>	
WLOS TV Asheville, North Carolina	
<i>Grant Advertising, Inc.</i>	
WMAL TV Washington, D. C.	
<i>Henry J. Kaufman & Associates</i>	
WMT Radio Cedar Rapids	
<i>Henry J. Kaufman & Associates</i>	
Woman's Day	
<i>Donahue & Coe, Inc.</i>	
Worcester Telegram Gazette	
<i>C. Jerry Spaulding, Inc.</i>	
WTRF TV Wheeling, W. Va.	
<i>The Gutman Advertising Company</i>	
WTVJ TV Miami	
<i>The Grant Advertising Company</i>	

PA.'S 12TH LARGEST CITY ZONE

LEVITTOWN, PA.

104,934 POPULATION

**THE LEVITTOWN TIMES
AND
BRISTOL DAILY COURIER**



**Metal Products
Manufacturing
sells
manufacturers of**

APPLIANCES

See T-62 in Aug. or Sept. 1959

Articles
and
features
that
search
out
advertising
buyers



Media/scope

Only Media/scope is devoted exclusively to the kind of factual information, ideas and analysis that time, space, and all-media buyers seek to perform their tasks more effectively.

Media/scope editorially searches out and selects only those who are active in the purchase or planning of advertising—regardless of title, regardless of agency or advertiser company affiliation. It screens out those who do not act in a buying capacity. **Result:** Media/scope reaches the most concentrated audience of advertising buyers assembled by any publication.

Your media message is *effective* and *resultful* when you reach this audience through the pages of Media/scope.

Member, Business Publications Audit of Circulation, Inc.

published by Standard Rate & Data Service, Inc.
WALTER E. BOTTHOF, Publisher
5201 Old Orchard Rd., Skokie, Ill.
420 Lexington Ave., New York 17, N. Y.
Don Harway & Co., 336 North Central Ave., Glendale 3, Calif.

Should We License Agency Men?

WHAT IS THERE IN THE CLIMATE of California that makes the licensing of advertising agencies or their personnel a perennial subject? The topic was debated, with considerable advance publicity, last month before the Art Directors Club of Los Angeles. William C. Chambliss, director of corporate communication, Space Technology Laboratories, was the proponent. Douglas E. Anderson, president of Anderson-McConnell Advertising Agency in Los Angeles, was the opponent.

Back in the spring of 1957 I addressed the Western States Advertising Agencies Association in Palm Springs, and found that the subject of licensing was even then a hot, although not a new topic. I asked why this was so, and was told that the Los Angeles area is afflicted with many fly-by-night agencies. It was said, for instance, that an automobile agency might feel that it could turn a penny by setting itself up also as an advertising agency. Such little operations, it was asserted, come and go, but in the process contribute by their incompetence to the embarrassment of advertisers, media, and responsible advertising agencies. This is a phenomenon that is not observed in such degree elsewhere in the country.

Mr. Chambliss is a retired admiral who has no discernible agency experience, but has spent most of his career in publicity, for both government and business. He advocates the licensing of agency personnel, rather than their organizations, and has even induced a California assemblyman to consider introducing a licensing bill in the legislature. Moreover, Mr. Chambliss apparently does not believe that the licensing he advocates would be practicable unless the agency business operated on a fee basis. He supports his plan by saying that licensing would give advertising the status of a profession.

Attacks Upon Advertising

This agitation seems poorly-timed, because of the current crescendo of criticism of advertising, the widespread attempts to tax it, and the constant efforts to regulate it. The desire of the chairman of the Federal

Communications Commission to prescribe the contents of television programs by refusing to renew the licenses of stations whose programs offend him is the outstanding example of the latter.

In reporting upon some 200 bills of major interest to advertising that were filed during the last session of Congress, the Advertising Federation of America stated: "Advertising as usual found itself fighting an uphill battle against the same old critics as in the past who were back again with the perennial proposals to legislate, regulate, or tax one segment or another of our industry. This time the going was tougher than ever before, because we were up against a new concept of tighter government control over business."

Government bureaucracies seldom die and never resign. There is sometimes a tendency to ask government to do for us what we do not try hard enough to do for ourselves. But government authority once established persists and spreads, and strengthens the creeping socialism that is afflicting American business and the nation as a whole.

Advertising Not a Profession

Moreover, the notion that advertising is or can be a profession is an old fallacy, although persons at conventions still carelessly refer to their business as the *advertising profession*. Advertising has few of the hallmarks of a profession such as medicine or the law. There is no standard body of knowledge, few teachable guides such as successful surgical operations or court decisions. The standard of accomplishment in advertising is financial success, and this is a variable formula that depends as much upon imagination as it does upon mastery of knowledge. In a simple sense, advertising is a form of selling. Does anyone suggest that selling is a profession?

It is obvious that the fierce forces of commercial competition do quite well in sifting out incompetent agencies from the competent. An agency is no better than its personnel. Why rely upon the government to decide who is a good agency man? What standards would it set?

We wish we had said it*

"IT'S NOT ENOUGH to invent great things or ingenious little things—you have to introduce them to the world. Between invention and success stands one great mystery—the eternal mystery of women.

"We've learned certain things about women. *First*, they are our main market. If you can convince the housewife, you've convinced everybody.

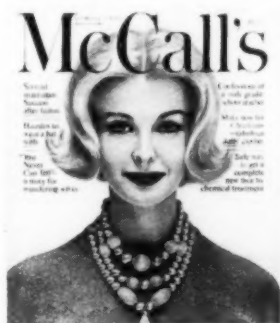
"*Second*, it's no use researching women themselves. They are too complex: what can you do with thousands of different answers? What you have to do is research your own products.

"The moment your product is better than any other, a mysterious thing happens—women start buying it in huge quantities; it turns out that this is what they really wanted.

"*Third*, women are extremely tight with money (more so on small things than big things, of course). A woman in a supermarket is a person to whom a penny looks like a pound note. She may not know geography or geometry or geology, but she can calculate faster than a cash register.

"*Fourth*, the one sure way to win women is with absolute quality—with their eyes alone they can look into a package and feel, taste, chew, stroke, pinch and pat; if your product is lusher, softer, bigger, richer, smoother, stronger, more colorful—they'll find out.

"Every woman is her own magazine panel; every woman is a hanging judge. *If she reaches for your product, you're in business.*"



LOUELLA PARSONS TELLS IT! Her private story—about Hedda Hopper, Grace Kelly, Judy Garland, and everybody who is or was anybody.

McCall's

first magazine for women • first in circulation • first in advertising

*This tribute to the importance of women in the market place is an excerpt from a Scott Paper Company advertisement which announced the dedication of Scott's new headquarters and research center in Philadelphia on September 19, 1961.

the chair that got around

Jens Risom designs fine furniture for executive offices and important business space as well as for homes. Their designs are exclusive, their markets world-wide. Their advertising, prepared by Sudler & Hennessey, covers these markets thoroughly, as indicated by the success of a chair recently presented in The New Yorker. At a time when the industry's sales were down, Jens Risom received inquiries not only from major cities in the U.S., but also from England, Guate-

mala, Australia and Africa. Said John Tapner, Jens Risom Marketing Vice President: "Our sales of this chair were up 17%, indicating the degree to which we identify ourselves with The New Yorker's readers. They're our kind of people wherever they are. We find we reach the professional audience as well as the consumer in The New Yorker." Incidentally, this Jens Risom advertisement appeared on page 176 of a 176 page issue.



THE
NEW YORKER

NO. 25 WEST 40th STREET, NEW YORK, N. Y.

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